

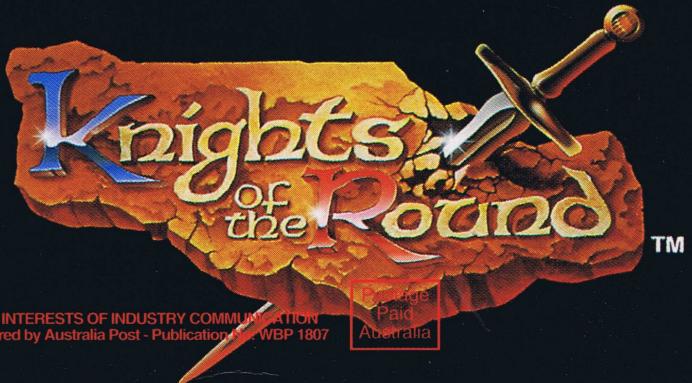
Leisure Line

FEBRUARY
1992



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It has been said that only the man who is destined to be the king can pull the sacred sword "EXCALIBUR" from the rock. But one day, Arthur, who had been training himself to be a Knight, pulled out the sword and so this story begins....



TM

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EDITORIAL

KNOW YOUR COSTS

Those Operators who have their trading results accounted for on a regular monthly basis should have no difficulty in ascertaining their costs on a yearly, monthly and weekly basis.

Some Operators don't know whether they have made a profit until their Accountant prepares their Profit and Loss account and Financial Statement at the end of year.

There are many hidden costs which often go unnoticed. For example, when it comes to employing people, apart from the direct cost of wages and salaries there are such things as payroll tax, workers compensation insurance staff amenities, staff training, staff recruitment and superannuation.

Other costs such as advertising, bank charges, cleaning, freight, insurance, legal fees, light and power, printing and stationery, registration and licenses, rent, rates and

taxes, repairs and maintenance, subscriptions and donations, telephone and motor vehicle expenses.

There is also the cost of conversions and repairs as well as bank and finance interest charges.

The largest individual costs are depreciation and personnel and the biggest single individual costs, often not recognised by the Operator, is location commission rates. In order to assess how much location commission you can afford to pay, you first need to assess all of the costs already mentioned, on an annualised basis, add them all up and divide by 52 to give you a weekly overhead cost and then divide again by the number of machines to determine weekly overhead cost per machine. It is then possible to compare this cost to the average weekly gross takings (before location commission) of

each machine. It is when this calculation is made, many Operators who pay location commission rates of 40% and 50% may find, in fact, that the commission rate in real terms represents 90% or more of the actual profits generated.

Most Operators will find it difficult to reduce the major costs such as personnel, depreciation and interest therefore attention should be given to location commissions which is by far the biggest single cost the Operator must face.

In this age of modern technology it is not hard to assess what the real operating costs are. There are many software programmes available which can be used in conjunction with a low cost personal computer to produce accurate monthly accounting results which will show the Operator exactly how profitable his business is.

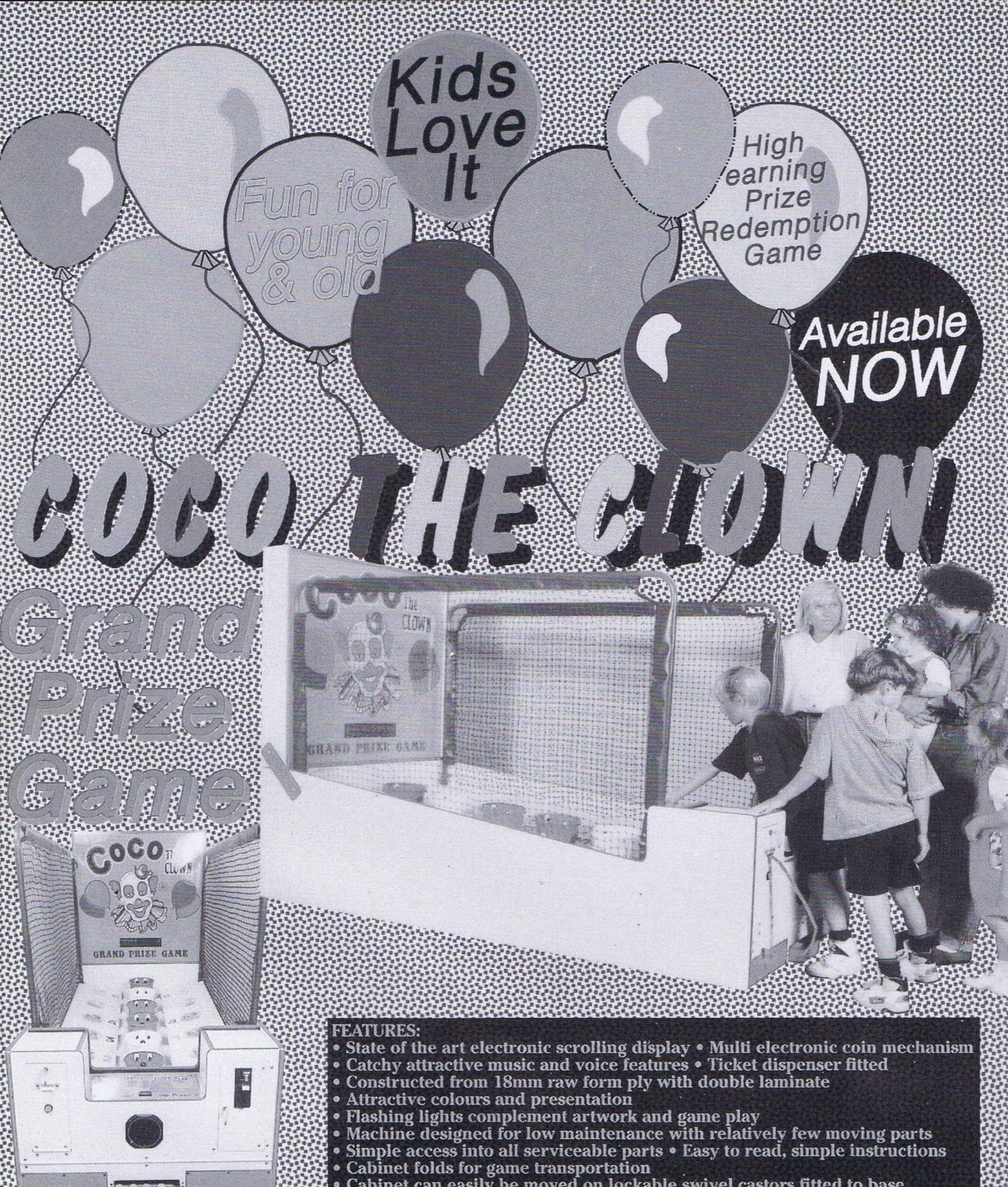
Exclusive Rights - was it worth it?

Two months has passed since the Federal Court handed down its decision on the Exclusive Rights issue and so far the benefits that operator thought they were going to receive have not occurred.

There has been no reduction in prices from the major distributors. The only evident

change so far is that many operators believe that the opening of the market will result in too many games being imported. Most established distributors are now reluctant to give trade-ins for fear that the value of used games will diminish in an open market situation.

It seems that the Industry is divided on whether the abolition of exclusive rights is a good thing or a bad thing and it may still be two or three months before the matter is dealt with by the Full Federal Court in Sydney.



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Monitoring Your Game's Performance

To get the very best results out of your amusement game, it is essential to monitor its performance to extend the life of the game as long as possible.

Many operators will argue that the only thing that needs to be monitored is the Cash Box. Certainly current revenue is important but it is equally as important to ensure that the revenue is maintained or improved in the long term.

AVERAGE GAME TIME

Market research has shown that the ideal "Average Game Time" is between 2 - 3 minutes per game period. In other words, if it is a game where there is a buy-in feature, the game time should be 2 - 3 minutes for every initial game and every game continuation. There is a learning curve with most games and as players play the game more regularly, their skill factor increases and the "Average Game Time" tends to increase also. This should be monitored and the game adjusted accordingly. Sometimes, the game is set too hard and the

"Average Game Time" may be under 2 minutes. By monitoring this performance, the game can be adjusted to be made more liberal. "Average Game Time" should be monitored and checked on every collection and appropriate adjustments made.

Unfortunately, many games do not have provision to calculate the "Average Game Time". Neo Geo System games, pinballs and some dedicated games do have these facilities and they should be used where available.

PINBALLS

Williams and Bally are the only pinball machines which have what is described as a "self percentaging system". The computer contained in the machine can read the skill level of the player and adjust the score values on the playfield to automatically ensure that the number of free games or replays remains constant for both skillful and relatively novice players. This system is unique to Bally and Williams and eliminates the necessity for the Operator to make game adjustments.

It is a pity that other pinball machines and video games do not incorporate an automatic system that will adjust the level of difficulty without having to be monitored by the Operator.

The "Average Game Time" directly relates to the life of the game. It doesn't matter whether it is too easy or too hard, players will soon lose interest in the game if they cannot play for a period of time which they consider to represent reasonable value for the game charge. Almost invariably, games that start off at a high income level and deteriorate rapidly, also show a deterioration in the "Average Game Time".

The monitoring of "Average Game Time" can make a difference of between a few weeks and a few months of the highest sustained earnings level. It is definitely worth checking this information on every collection and making adjustments if the machine doesn't do it automatically.

No Amusement Centre for Matraville

Randwick City Council has rejected plans for an amusement centre in Bunnerong Road, Matraville.

This was despite strong support given by the Matraville Chamber of Commerce president Barry Simmons and a local ward alderman, Jack Lawrence.

The proposal was strongly opposed by Malabar and Maroubra Police.

The centre would have contained pinball machines, pool tables and other amusement games.

The application was made by Diana and Associates, owned by Mr Moebeh Sedrak.

Opposing the application of the amusement centre Sergeant Haynes of Maroubra Police Station said the centre would contain 55 machines of various types.

He said in a written report: "These types of establishments invariably attract an undesirable element frequently involved in drugs, stolen goods, alcohol related offences and in many cases prostitution."

He said children attending St Agnes Primary School would need to pass the premises to gain access to the nearest bus stop.

Sergeant Haynes said there was also a danger of drug users

"shooting up" in the nearby Norfolk Lane which had occurred before.

Father Tony Sarmaria (St Agnes Church), Mr Bill Rooney (St Agnes Primary School), Mr Fred Walker (Manager Matraville RSL Club), Mr James Young (Matraville Hotel) and Theodore Georges (Eastside Liquor) all opposed the application.

This is another example of misinformed perceptions about our industry. The AMOA in NSW need to do more about improving the industry image to correct these erroneous perceptions commonly held by councillors and community groups.

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A Case for Operating Up-To-Date Equipment

Operating amusement machines is just the same as any other business and it can easily be compared to other industries - it doesn't matter where you invest your dollars in these days you will always have business operators who will be "successful", some who are "doing alright" and the ones who keep saying "it's tough out there - I can't make any money - this country is the pits".

When comparing ourself to another we find that we are not that "Special" and it's important the we, operators of amusement machines recognise that - there are parallel trends everywhere that are effecting businesses in other industries and comparing those trends really spells out that we are not "Special".

We are an industry that appeals predominately to the young consumers who, unlike common belief, "blow their money on anything", and are very selective on what they buy. Just look at and compare us to the record industry. The records young people buy are in the majority from the Top 20 - that's incredible if you consider that there are thousands of so called musicians world wide making pop music. If they don't get into the Top 20 quickly they won't make it later either - it's very much the same with video games, if it's no good now it won't get better later.

The young consumer market, change their mind constantly on what's "in" and "what's not".

They are not loyal to the local record store where they bought their last CD or tape - but THEY ARE LOYAL to the

BY ALAN FREIMUTH

latest music hype and you can be assured that the music comes from the Top 20.

A VERY UNSTABLE CUSTOMER

We see the same with amusement machines, young consumers will have no loyalty to a location - their loyalty lies with whoever has the best game in the area and for that you will be amazed how far they are prepared to travel to play the best games in the district.

There is little doubt that new good games earn far more money - the problem is they also cost money and to "stay in there" at the top you really need constantly to buy and sell. That, of course, is easier said than done, but not impossible - all successful operators do it. The question you have got to ask yourself is, to which group of operators you want to belong.

If you want to be successful and secure in business you operate up to date equipment and that especially applies to a fashionable market (imagine a record store without the Top 20), therefore you've got to always update - trade or sell your older games - there is always someone (like there are second hand record store operators) who will buy older games and is content with income from your outdated machines - but the risk at that level of the business is much greater as its always exposed to incredible odds. At that level you're not appealing to the large

fashionable market anymore you only get the leftovers, the dreamers, the misers - how many young people do you think go out and buy last years Top 20 records?

The majority of customers have moved on to wherever there is a better game. Of course, you're always exposed to the greedy location owner who may also get fed up (even if you pay him 50/50) with his old game when he sees his dollars walking out the door and into someone else's shop - he could also look for a new operator with up to date equipment.

IT'S A COMPETITIVE INDUSTRY - BUT NO DIFFERENT TO ANY OTHER.

There are operators out there who are doing very well, they are chasing the big dollar and yes, it's out there if you have the right product and because they have the right product they also get the best locations.

You must decide to which category of operators you want to belong to - "The Successful" ones who are in business to make money or the ones who are "Doing Alright" but never become rich, or one who keeps saying "It's tough out there - I can't make any money, this industry is the pits".

No brownie points for guessing who is getting the income you are missing out on now!!!

IT'S THE GAMES THAT LAI REJECT THAT MAKES LAI THE BEST!!

Consumer Video - Help or Hindrance to Coin-Op Industry

The video games industry is currently facing what can be viewed as either its biggest ever threat or its greatest opportunity - namely the consumer video market, which is now becoming even bigger business in Australia. The consumer games revolution was initiated by Atari in the USA following the phenomenal success in the late '80s of both Pong and Space Invaders in arcades. Manufacturing home computers for games purposes and utilising the Pac Man craze, Atari created a market very quickly which boomed to \$3 billion by 1982.

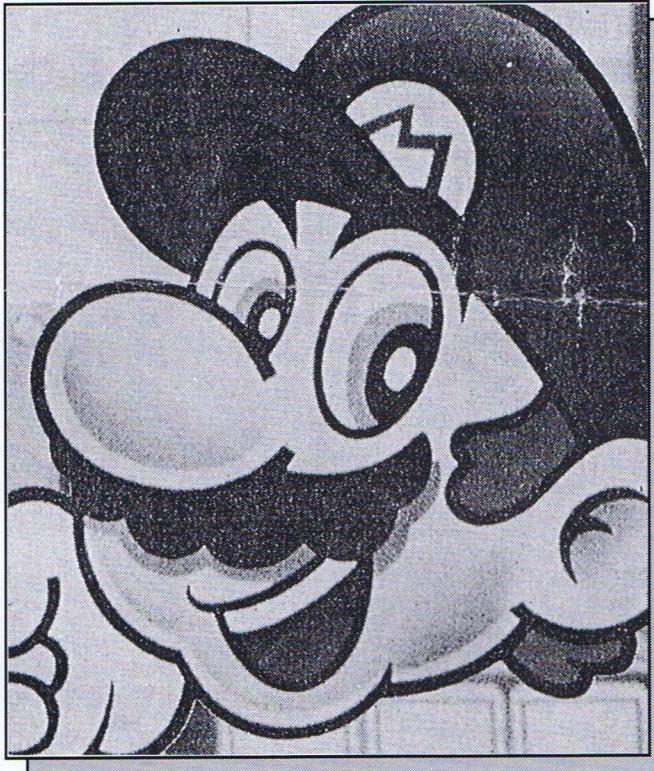
At the time it was a revolution but unfortunately the poor quality of graphics with limited capabilities and the flood into the market of cheaply produced games, meant the public soon lost interest. By 1985 the consumer video market in the US had crashed to \$100 million.

However, in Japan, Nintendo (surprisingly a 100-year-old company which made its name manufacturing playing cards) were making inroads into this sector, despite only becoming involved in the amusement industry in 1970. In 1983 the company introduced its Famicom system to the Japanese public and as sales rocketed the company targeted the US.

The Nintendo Entertainment System (NES) was launched in New York only in 1985, with the Super Mario Bros game as its flagship. Although the hardware was cheap the improvement in the software was immense, having 32 times

more memory than the Pac Man game. By 1988 Nintendo brought the consumer market above the peak achieved by Atari.

Today Nintendo is a household name in America. Over 28 million systems are installed in homes throughout the country and over 150 million games alone have been sold since 1986. Australia is



beginning to catch on with an estimated 500,000 systems in homes. (In Seattle, US, around 170 counsellors operate telephone lines for 19 hours a day to help players and similar services are provided in Australia.)

SEGA CHALLENGE

Although Nintendo appears to have a strangle hold, particularly in the US market, Sega has now thrown out a serious challenge with the

introduction of their 16 bit system, well ahead of an equivalent product being introduced by Nintendo. Sega have made significant inroads in Japan and Europe and Australia, in particular, where their Distributors, Ozi-Soft, claim to enjoy around 60% of the Australian market.

So, what are the implications for the coin-op industry? Is the boom in home systems going to signal the end of the street location or leisure centres as we know it? Or, does the industry have enough cards up its sleeve to ensure its future survival? The major question which must be addressed is that if people can play games on their home systems with graphics just as sophisticated as those in an arcade, what will inspire them to go into an arcade at all? The answer is, of course, an experience which cannot be emulated on a home system. Manufacturers, therefore, must concentrate on improving the technology and quality of games.

One area which will continue to flourish will be in dedicated games, offering the player more of an experience than just a game. Simulators too, are an essential area which must be developed.

As far as PCBs are concerned, the quality must now be better than ever, such as in Capcom's Street Fighter 2, of which one distributor commented: "This is the kind of quality which is

Continued over.....

Consumer Video - Help or Hindrance Continued

needed, otherwise kids will not visit the locations and play them."

Laserdisc technology offers quality previously unseen, with games such as *Mad Dog McCree*, the follow up, "Who Shot Johnny Rock?", and the Leland Corporation's *Dragon's Lair 2* being ones of particular note. However, although this quality can not be emulated on a home system this does not mean these games will not end up in homes across the globe. So the question is, how many of the games currently adorning the arcades will in time be transferred for use on home systems? The answer is, quite a lot! For even though games are being produced of a quality which cannot be emulated on a home system, if the game concept is strong enough there is a good chance it will end up on the consumer market, albeit with a potentially dramatic reduction in quality.

For example, one of this year's games, Sega's *Time Traveller*, offers 3D images which no home system could reproduce, yet there is talk that this game will be produced for the consumer market, simply because of the game concept.

*One way in which manufacturers are ensuring success (and will undoubtedly continue to do so) is by licensing games using popular films or television characters as the base for the game. Konami's *Turtles* indicated the degree of success which could be achieved by exploiting this method and the company followed this up with the *Simpsons* game. Other more recent licensed products include Data East's *Robocop 2*, Williams' *Terminator 2* and Data East *Batman*. For licensed products, however, timing is all important and it appears that the *Batman* pinball has appeared too late to have any impact on the market.*

Theoretically all the aforementioned games could easily transfer to the consumer market, although by the time this happened the concept may be too dated for them to repeat the success enjoyed in the arcades.

How else are manufacturers addressing the consumer boom and what other options are open to them? Some have produced home systems of their own such as Nintendo, as mentioned above, Sega and SNK. Sega is currently staking its own claim on the market with a range of cartridge machines. SNK's Neo-Geo system has been hugely successful in the coin-op market.

There are basically three main routes in which manufacturers can go. Their first option is to concentrate on making the dedicated games they produce impossible to emulate effectively on the consumer market, thus keeping the two completely separate and providing a continued reason for people to frequent arcades; they can develop consumer systems but ensure that the games do not become available for them until long after the game's arcade life is over; and finally, they can create player loyalty.

The likelihood is that the manufacturers will look into developing all three areas, although how many will tackle the consumer market and what the future will hold for our industry, remain to be seen.

HELP OR HINDRANCE

It is difficult to assess accurately whether consumer video games are a help or hindrance to the coin-op industry. Some will argue that consumer games encourage people to play games at home therefore adversely affecting the market for street locations and

leisure centres. Conversely, others would argue that consumer video games expose people to video games who have not or rarely played video games in the past. This education process creates greater consumer awareness and helps people relate to coin-op video games in street locations and leisure centres which are far more sophisticated than their consumer counter-part.

It would take a considerable amount of market research to determine what the correct situation is, however, it is known that Consumer Video Games started to develop around 1980 and in the past decade, it has seen substantial growth, particularly in the last 5 years. During the same period, the coin-op industry has also grown substantially as has the average income on video games. Whether consumer video is helping the coin-op industry is certainly a debatable issue but the evidence available seems to indicate that it is not causing a hindrance.

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Japan Awards Best Games for '91

The "1991 Best Income Award" was given on behalf of various amusement locations throughout Japan to those manufacturers whose products generated the most amount of revenue for that particular location.

In the Video Sector the clear winner was **Capcom "Street Fighter II"** with **Namco's "Final Lap 2"** taking the checked flag in the Cockpit Game Sector.

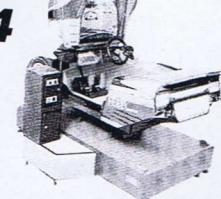
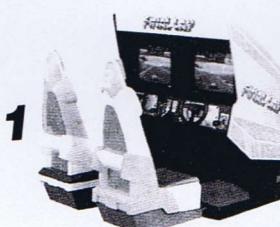
In the Special Awards Sector **"Raiden"** by **Seibu**, a high earning and consistent video game together with **"UFO Catcher"** by **Sega**, a 2 player Skilltester type game, were chosen as the best.

The winners were chosen by the Editorial Department of the Japanese trade magazine "Coin Journal", which is the country's leading publication. The results were compiled from income data from many different locations throughout 1991. Points were assigned based on monthly performance and total at year's end.

In order to maintain a high participation level from within the industry "Coin Journal" weighted the points based on a machines popularity. In addition, those machines which had low takings or those that had reported high takings levels for brief time spans were adjusted to coincide with those machines that report large gains over the entire year.

TOP 10 VIDEO GAMES

1)	<i>Street Fighter II</i>	(Capcom)	558.3
2)	<i>Raiden</i>	(Seibu Kaihatsu)	286.3
3)	<i>Clutch Hitter</i>	(Sega Enterprises)	270.3
4)	<i>Quiz Tonosama no Yabo</i>	(Capcom)	230.4
5)	<i>Final Fight</i>	(Capcom)	200.0
6)	<i>Power Spikes</i>	(Video System)	165.0
7)	<i>Quiz Shukudai wo Wasuremashita</i>	(Capcom)	163.3
8)	<i>LD Quiz, Quiz de Date</i>	(Nichibutsu)	140.8
9)	<i>Tetris</i>	(Sega Enterprises)	125.0
10)	<i>Columns</i>	(Sega Enterprises)	115.0



TOP 5 COCKPIT UPRIGHT GAMES

1)	<i>Final Lap 2</i>	(Namco)	824.6
2)	<i>Super Monaco GP</i>	(Sega Enterprises)	372.6
3)	<i>GP Rider</i>	(Sega Enterprises)	330.0
4)	<i>Rad Mobile</i>	(Sega Enterprises)	283.3
5)	<i>Space Gun</i>	(Taito)	199.2

KORTEK MONITORS

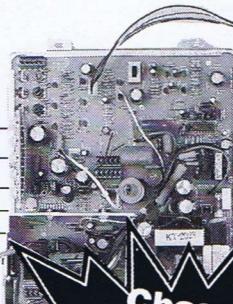
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R.G.B. Video Signal Level	2.5V - 5V P-P (Positive)
Sync Signal Level	0.5V - 5V P-P H/V Composite or H/V Separate Negative or Positive
Scanning Frequency	Horizontal 15.75KHz, Vertical 60Hz
Video Bandwidth	6MHz
Resolution (Centre)	320 TV Line
Display Area	H-365mm V-274mm
Input Connector (Signal)	6 Pin Connector (AMP)
Power Source (Main)	1-120VAC, 50/60Hz, 2-130VDC
Power Source (Degassage)	220VAC + 15%
Power Consumption	70W



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	KTX-2602S
C.R.T.	Separate
R.G.B. Video Signal Level	2.5V - 5V P-P (Positive)
Sync Signal Level	1.0V - 5V P-P H/V Composite or H/V Separate Negative or Positive
Scanning Frequency	Horizontal 15.75KHz, Vertical 60Hz
Video Bandwidth	10MHz
Resolution (Centre)	
Input Connector	6 Pin Connector
Power Source	100VAC, 50/60Hz
Power Consumption	85W

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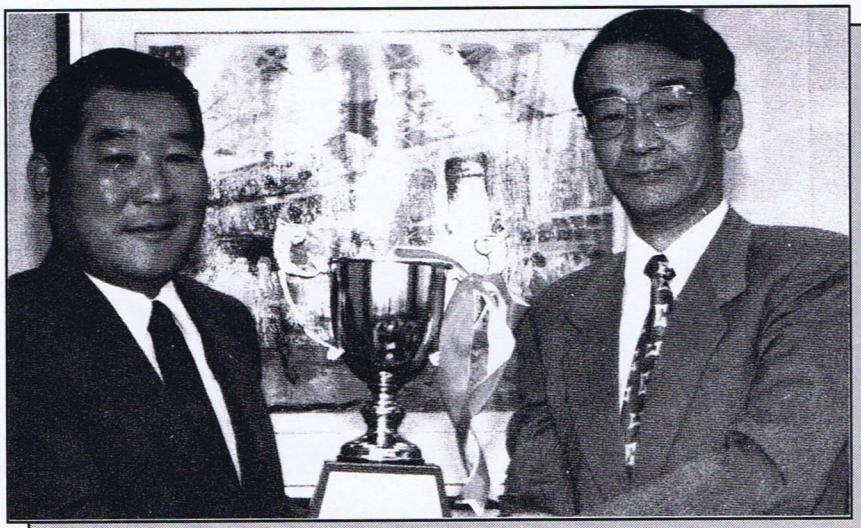
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(l-r) Mr. Kenzo Tsujimoto, President of Capcom; Mr. Ichiro Kobayashi, President of Coin Journal

REMARKS BY MR. KENZO TSUJIMOTO

President, Capcom
(As Delivered on Dec. 9, 1991)

I am very happy to announce that Capcom's "Street Fighter II" has been selected as the game machine with the highest average earnings for operators this year. This is a great honour and, together with last year's "Final Fight", continues the tradition of award winning games that Capcom has established.

Operating behind the motto of "Make a game attractive to the users", we try to make appealing games for players in every sector of the market.

Street Fighter II is the 14th fist-fighting game our company has released. In a survey we did during last February's AOU show in Tokyo, we found that support for the game was much greater than we anticipated. We have sold approximately 50,000 units in both domestic and international markets since the machine went on sale in March of 1991. This easily surpasses the previous record of 35,000 machines set by Final Fight.

I have always felt that any new company just starting out has a special responsibility to the public and the industry during their first year of operation. If a

company shows it has enough determination to stick out business that first year, operators, customers and other companies will gradually begin to trust it. I, too, feel we must maintain such a feeling of trust and reliability as we move into the 21st century and beyond.

REMARKS BY MR. TADASHI MANABE

President, Namco
(As Delivered on Dec. 5, 1991)

For the second year running, we are once again very pleased that we have had the great

support and cooperation of all operators who chose our games. We would also like to thank the manufacturers for being so patient in waiting for the announcement of these decisions.

The winner is "Final Lap 2". This version features an improvement that allows the player to choose from four different courses. In addition, up to eight players may participate at the same time in the same race.

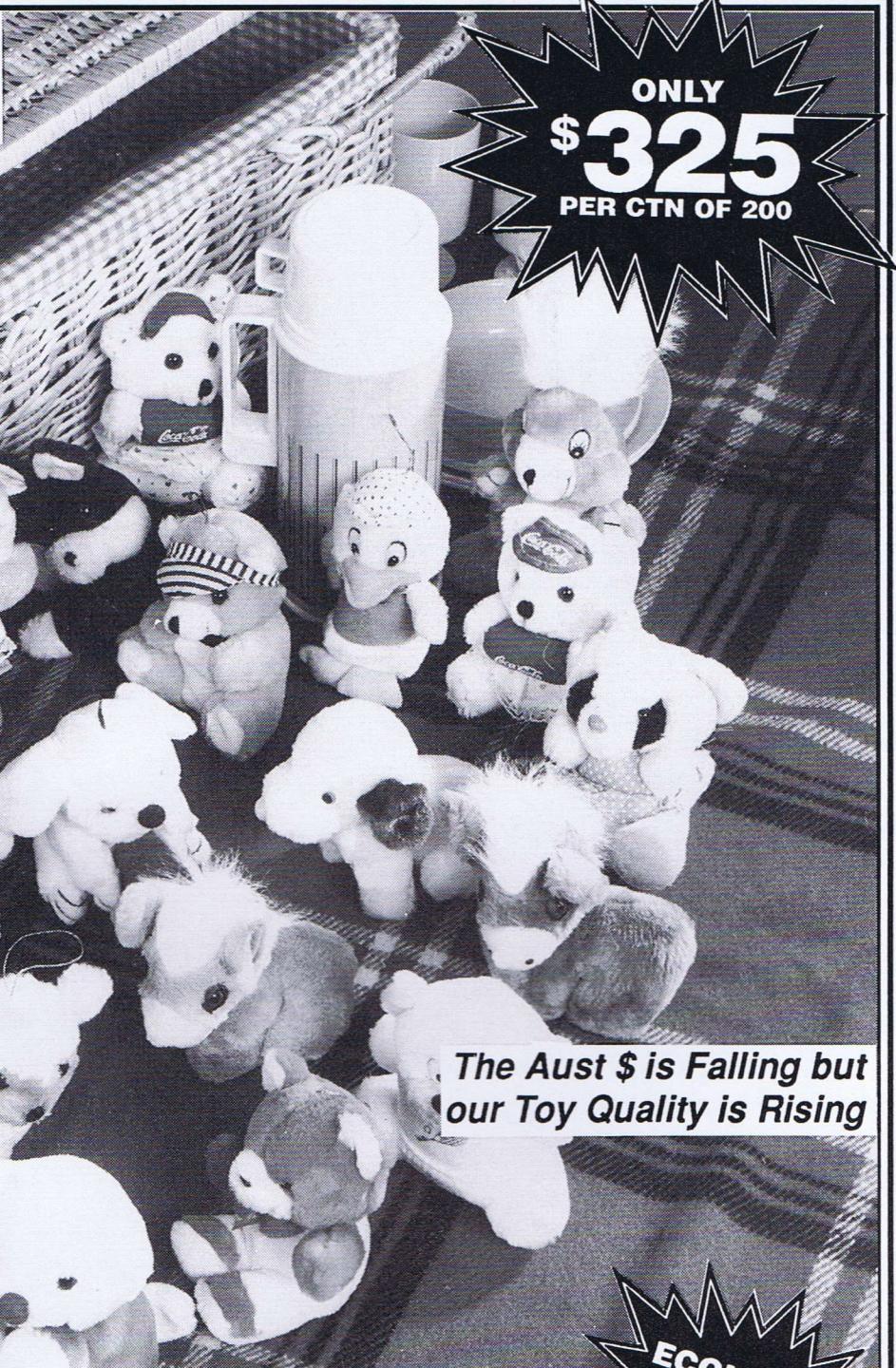
The idea for an interconnecting function first came to Kazunori Sawano, in charge of Namco's product development division, in 1976. He got the idea then and there that he would develop a new type of machine where the players could "communicate" with one another, and used that as his starting point. As for Namco, with our announcement that we are hard at work on the development of video boards, all of us have even more creations to look forward to this coming year. This year, the manufacturers and the operators have worked together well, and we believe that if the current level of success is to continue, then everybody must continue to put the same level of effort into their respective work. Furthermore, we are also expecting the continuance of healthy competition and further prosperity for the industry.



(l-r) Mr. Tadashi Manabe President of Namco; Mr. Ichiro Kobayashi, President of Coin Journal

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70/30 Contract

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Note: Wrestlefest added to site
no takings at time of printing.

Neo Geo (4) on 70/30
Currently earning \$215 p/w

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Neo Geo (6) on 70/30
Currently earning \$145-175 p/w

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Party Zone Pinball on 80/20
Currently earning \$140-175 p/w

RICHMOND/WINDSOR VIDEO STORES

Neo Geo (6) on 70/30
Currently earning \$100-135 p/w

Neo Geo (4) on 70/30
Currently earning \$90-130 p/w

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OVERSEAS OVER KILL

Eddy Cochrane, Import Manager for Leisure & Allied Industries, really couldn't believe his eyes. He received from an Overseas Distributor a rather large parcel.

Somewhat surprised as he had no orders current with this particular supplier he made a point of opening the parcel himself, a task normally performed by the stores division, and delved into the contents of the box.

After several minutes rummaging

around through polystyrene beads and packaging material he located the contents. Would you believe one small integrated circuit. Eddy is seen here holding the part together with the shipping carton. Eddy comments this is typical of some overseas manufacturers. A real case of "over kill". Needless to say he was not particularly happy with the freight cost incurred on the shipment.



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photo indicative only



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LEVEL ENEMY FIGHTERS
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Video Tonic for Kids

Sick children at a Sydney Hospital have found a new way of filling in the boring hours confined to bed - video games.

The grateful parents of one young patient donated four video games to the cancer ward at the Prince of Wales Children's Hospital.

And they have proved so popular the hospital is appealing for more games to keep the many sick youngsters amused during the long days

confined to bed.

Stuck in his hospital bed for the past week, cancer patient Murray Clapham said yesterday he was quickly becoming an expert at several of the Nintendo games. The nine-year-old from Helensburgh said: "it gets a bit boring lying here so at least it is something I can do."

Hospital therapist Anne Cutler said it was the first time video games had been available to the children and she was amazed

how popular they were.

"They are great because they cater for all ages - everyone from five-year-olds to 14 year-olds can have a go," she said.

She said all children's wards in the hospital were eager to get the games, which can be attached to a standard television set.

"They are great for kids in traction or anyone who is incapacitated," she said.

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TEST REPORTS

Timezone Charts

Dedicated Games

1. MIDWAY 'TERMINATOR 2' Gun
2. ATARI 'MAD DOG McCREE'
3. NAMCO 'STARBLADE'
4. NAMCO 'FINAL LAP 2'
5. ATARI 'STEEL TALONS'
6. LELAND 'DRAGONS LAIR II'
7. SEGA 'RAD RALLY'
8. SEGA 'GP RIDER'
9. NAMCO 'GOLLY GHOST'
10. BROMLEY 'GHOST TOWN'

Conversion Games

1. KONAMI 'TURTLES IN TIME'
2. CAPCOM 'Knights of the Round'
3. CAPCOM 'CAPTAIN COMMANDO'
4. SNK NEO GEO 'FATAL FURY'
5. CAPCOM 'STREET FIGHTER II'
6. KONAMI 'SUNSET RIDERS'
7. CAPCOM 'THE KING OF DRAGONS'
8. SNK NEO GEO 'SOCCER BRAWL'
9. DATA EAST 'CAPTAIN AMERICA'
10. TECHNOS 'WRESTLE FEST'

Pinballs

1. WILLIAMS 'TERMINATOR 2'
2. BALLY 'PARTY ZONE'
3. BALLY 'GILLIGAN'S ISLAND'
4. WILLIAMS 'THE MACHINE'
5. WILLIAMS 'FUN HOUSE'
6. BALLY 'HARLEY DAVIDSON'
7. BALLY 'DR. DUDE'
8. WILLIAMS 'EARTH SHAKER'
9. WILLIAMS 'Riverboat Gambler'
10. BALLY 'BUGS BUNNY'

REPLAY

Upright Videos

1. MIDWAY 'TERMINATOR 2'
2. MIDWAY 'SUPER HIGH IMPACT'
3. DATA EAST 'CAPTAIN AMERICA'
4. TAITO 'DOUBLE AXLE'
5. KONAMI 'SUNSET RIDERS'
6. TAITO 'SPACE GUN'
7. SEGA 'SPIDERMAN'
8. CAPCOM 'CAPTAIN COMMANDO'
9. NAMCO 'STEEL GUNNER'
10. LELAND 'DRAGON'S LAIR II'

Best Software

1. CAPCOM 'STREET FIGHTER II'
2. TECHNOS 'WRESTLE FEST'
3. SNK 'ROBO ARMY'
4. SNK 'SUPER BASEBALL 2020'
5. ATARI 'OFF THE WALL'
6. SNK 'EIGHTMAN'
7. FABTEK 'RAIDEN'
8. WILLIAMS 'HIGH IMPACT'
9. KONAMI 'VENDETTA'
10. SNK 'SENGOKU'

Pinballs

1. WILLIAMS 'TERMINATOR 2'
2. DATA EAST 'STAR TREK'
3. MIDWAY 'PARTY ZONE'
4. WILLIAMS 'FUN HOUSE'
5. WILLIAMS 'THE MACHINE'
6. Gottlieb/Premier 'Class of 1812'
7. Gottlieb/Premier 'Surf 'N' Safari'
8. DATA EAST 'BATMAN'
9. MIDWAY 'GILLIGAN'S ISLAND'
10. MIDWAY 'DR. DUDE'

Japanese Game Machines

Table Videos

1. SNK 'FATAL FURY'
2. VIDEO SYSTEM 'F1 GRANDPRIX'
3. CAPCOM 'STREET FIGHTER II'
4. NAMCO 'TANK FORCE'
5. VIDEO SYSTEM 'POWER SPIKES'
6. DATA EAST 'CAPTAIN AMERICA'
7. TECHNOS 'WWF WRESTLE FEST'
8. KONAMI 'SUNSET RIDERS'
9. IREM 'ATOMIC PUNK'
10. SUN ELECTRONICS 'SHANGHAI II'

Upright/Cockpit Videos

1. SEGA 'F1 EXHAUST NOTE'
2. MIDWAY 'TERMINATOR 2'
3. NAMCO 'DRIVER'S EYE'
4. TAITO 'DOUBLE AXLE'
5. SEGA 'RAIL CHASE'
6. NAMCO 'SOLVOLOU'
7. NAMCO 'STARBLADE'
8. NAMCO 'FINAL LAP 2 DLX'
9. CAPCOM 'CAPTAIN COMMANDO'
10. NAMCO 'FINAL LAP 2 STD'

Pinballs

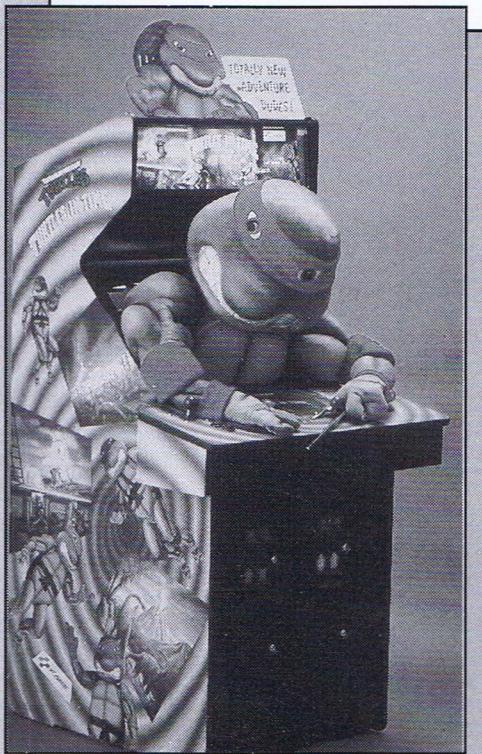
1. MIDWAY 'TERMINATOR 2'
2. DATA EAST 'BATMAN'
3. MIDWAY 'GILLIGAN'S ISLAND'
4. WILLIAMS 'THE MACHINE'
5. DATA EAST 'TMNT TURTLES'

GAME PREVIEW

BY PROFESSOR BURKO

TEENAGE MUTANT NINJA TURTLES - TURTLES IN TIME

Monitor: Horizontal
Controls: 1-4 player game
1 x 8-way joystick
2 x buttons - JUMP and ATTACK



Let's kick shell! The Teenage Mutant Ninja Turtles are back in an all-new, shell-shocking adventure through time.

It all begins when Krang and Shredder steal the Statue of Liberty. The fearsome foursome — Leonardo, Michaelangelo, Donatello and Raphael — vow to retrieve the statue, no matter what the cost. The teens are counting on their expertise in the art of Ninjutsu, as well as Pizza Power, to get them through this escapade. They

search the Big Apple, through the city's streets and alleys, confronting Shredder's evil Foot Clan soldiers, robots and other accomplices. Then it's sewer-surfing time, as our boys hop aboard their jet-powered skateboards and go underground to battle Shredder's alien sewer-dwellers. As Shredder begins to realise that the Turtles never say die, he decides to banish them into a time warp, hoping they'll never return!

Our heroes in a half-shell boldly face the challenge of time travel. First stop is prehistoric Turtlesaurus, where cavemen, pterodactyls, and fire-breathing dinosaurs are on the prowl for turtle meat. After they escape the stone age, the Turtles warp to the Skull & Crossbones era, aboard a pirate ship. Then it's on to the "Bury My Shell at Wounded Knee" period of the old west, to round up a variety of outlaws and Foot Clan soldiers. After the green team has rustled up all the bad guys, Shredder beams them way into the future — the year 2020, for some neon night-riding against the flying Foot Clan, then to Starbase 2100 — where no turtle has gone before.

When the Turtles have finally taken care of all Shredder's henchmen, they are zapped back to the present — right into the Technodrome, the secret headquarters of Shredder and Krang. Here, they face-off with the villainous Shredder himself. Will this be the final shell-shock, or can the radical Turtles band together to blast Shredder into the final frontier?

This sequel to the original "Turtles" video game hit offers Buy-in and Continuation Features.

KNIGHTS OF THE ROUND

Monitor: Horizontal
Controls: 3 player game
3 x 8-way joysticks
2 x buttons each player:
A button to ATTACK or JUMP
B button to ROLL

Knights of the Round hurls the player into a world of fame and legend as you control the destiny of the famous King Arthur, son of King Uther Pendragon in his quest to restore order to Camelot.

You control with the 8-way joystick and two buttons one of three famous legends of Camelot: Arthur, Lancelot and Percival. Each of these knights have various weapons. Arthur uses his sword of Excalibur bestowed on him by the Lady of the Lake. His armour is enchanted by his close friend and wizard Merlin and protects the life of the King.

Arthur has a special attack in his game which brings the sword Excalibur to full might and tears enemies apart.

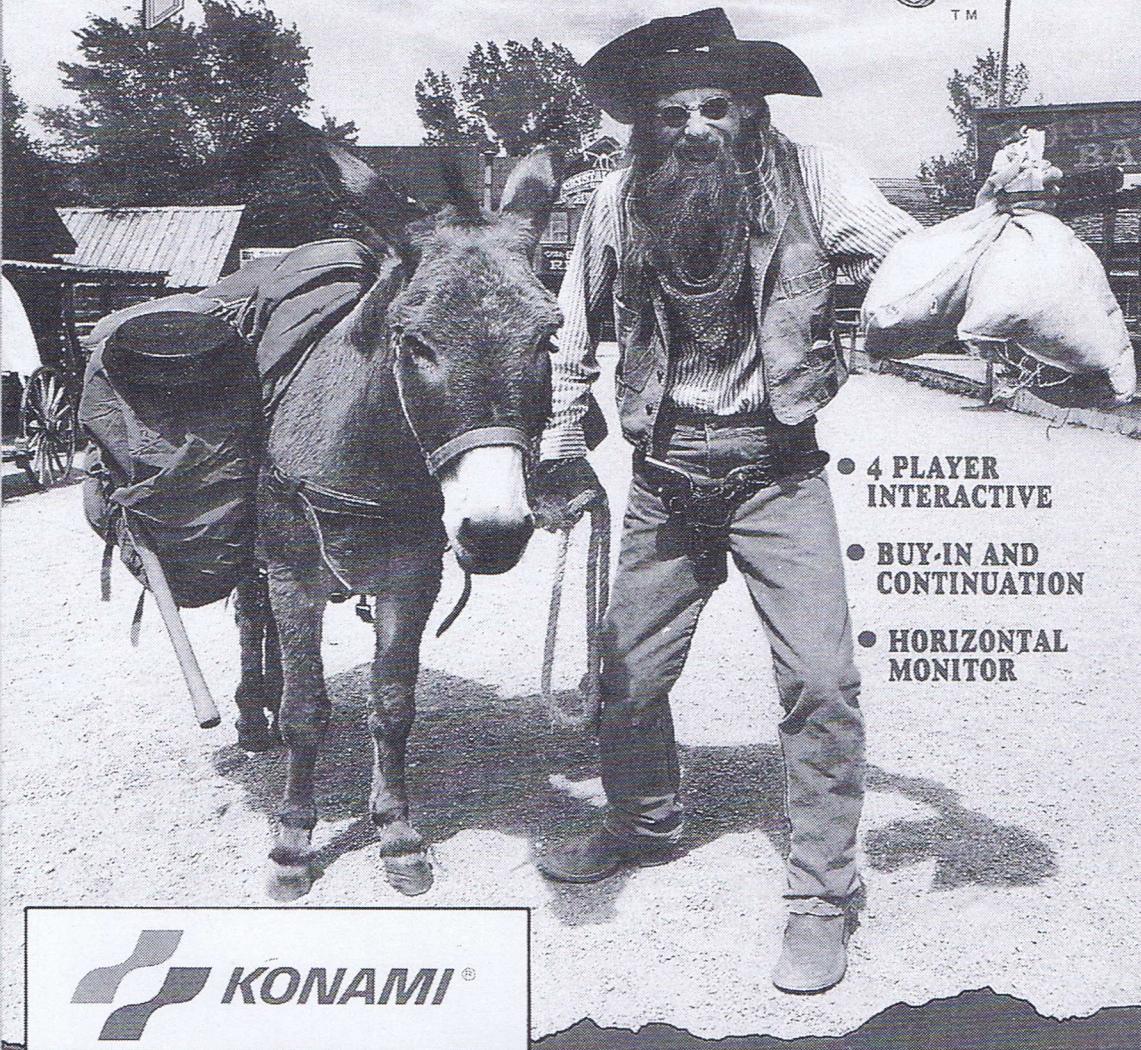
Lancelot is Arthur's closest friend and uses the scimitar sword which is a curved sword. Lancelot's armour is very light but this gives him more flexibility in combat. He uses martial arts taught to him by the Middle Eastern mystics. Lancelot's special attack is a giant swing with the sword whilst jumping and rolling.

The last knight you can choose is Sir Percival. He is quite happy to pound his enemies with a giant battleaxe and is the stronger and heavier of the three knights. He wears

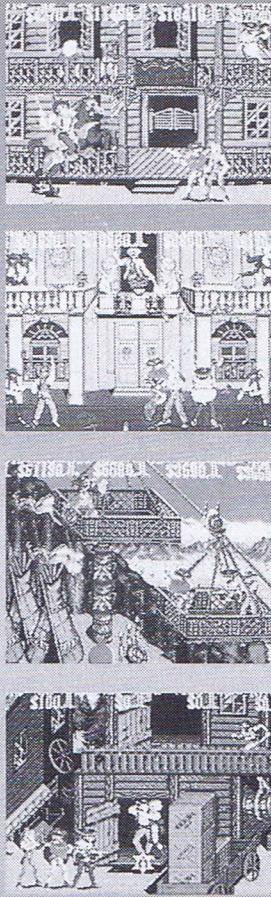
Continued over.....

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- 4 PLAYER INTERACTIVE
- BUY-IN AND CONTINUATION
- HORIZONTAL MONITOR



The west just got wilder in Konami's action adventure **SUNSET RIDERS**. Saddle up and get ready for a gun-smoking romp through the legendary old west.

You are a bounty hunter in the old west, out to catch the most elusive outlaws of the time. You will be handsomely rewarded for finding villains like Simon Greedwell, the sneaky cattle-stealing ranch owner; Hawkeye Hank Hatfield, the quick-draw outlaw in all states; Chief Scalp 'Em, the knife-wielding Indian; the evil, bomb-happy Smith Brothers; Paco Loco, the mad Indian brave; and Sir Richard Rose, the nefarious double-crossing land baron, to name just a few. Armed with one pistol and sheer bravery, you must seek out information leading to these desperados.

These varmints will have you chasing them on foot and on horseback through old west towns, following stagecoaches and trains, through Indian villages, forests, and plains. You've got to be quick on the draw and light on your feet - the outlaws' henchmen are everywhere. Also watch out for the many perils of the trail, including occasional bull stampedes! Bonus stages are included so you can brush up your sharp-shooting. You can pick up weapons for quick draw and two guns, as well as earn extra bounty money. The hazards of the job are great, but the rewards are many.

Check out the realistic scenes, local colour, humour and non-stop action in the best showdown in the west. Come and join Konami's daring bounty hunters, the **SUNSET RIDERS!**

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Player Controls Are:
1. 8-way Joystick
2. Buttons: Shoot Jump



AMOA (NSW) 1991 CHAIRMAN'S REPORT

WELL WHAT A YEAR!

Exclusive rights have dominated every meeting held by the Directors this year. With the recent court case between Avel Pty Ltd & Mothers Imports taking the forefront recently.

Despite the financial backing given by the NAMOA it saddens me to see the lack of support given by operators within the Industry. Surely if we are to continue progressing in a forward direction we have all got to pull together and dispel the old "let someone else do the work and I'll reap the benefit attitude." I do, however, carry forward the thanks of the N.S.W. AMOA to the instigators of our latest victory, let's hope that 1992 can benefit by a more positive team effort within the Industry.

ASSOCIATION MEMBERSHIP FEES

It was decided that membership fees remain the same during the current financial year.

NEW DIRECTORS

In April the board elected two new Directors, being Mr John Robeille of Intrix Australia P/L DAPTO. and Mr Ron Maree of Campsie Amusements, CAMPSIE.

NEWSLETTER

Well it finally materialised thanks to the hard work and efforts of Harry Tester. With Harry's many years of experience in the Industry we can expect a well informed Newsletter for our members in the future.

VICE CHAIRPERSON

In May Harry Tester was elected to the position of Vice Chairperson for the N.S.W. AMOA.

I would like to take this opportunity to thank Harry for all his help and support throughout the last few months, without which I would not have got through this year.

Despite his sudden illness he still managed to attend the Queensland Convention 91' and chair the National AMOA meeting.

Harry you did a great job.

COUNCILS

Still we are being hit with exorbitant licence fees, along with the newly introduced Theatre and Public Halls Act. The N.S.W. AMOA has obtained a Q.C. opinion of the Act and the Industry's position in this regard.

We are currently battling Blacktown Council in a bid to reduce their licence fees being the highest in the State.

In October, Wingercarribee Council were contacted by the Association with regard to their negative comments and attitude to the Amusement Industry.

On closing I would like to thank Pamela Thorpe for her fantastic efforts this year. It is a lonely existence at the Earlwood office. Pam well done.

I would also like to thank all my fellow Directors who have given their time to address the matters that are crucial to this Industry. It is indeed a thankless job at times but has its rewards.

I wish all the Members and Directors and their respective families a Very Happy and busy Christmas and a Prosperous New Year.

**IT'S THE
GAMES THAT
LAI REJECT
THAT MAKES
LAI THE BEST!**

GAME PREVIEWS Continued...

KNIGHTS OF THE ROUND (CONT...)

heavy armour so that he can deal with the toughest of foes. Percival loves weapons and can use mace and chain, clubs and axes to best use his physical strength.

Percival's special attack is a powerful swing and pound with

the weapon he's using.

Graphics and sound really throw you into this medieval century as you capture enemy castles, defeat warlords and demons, enter competitions and jousts and entertain the fair maidens with combat skill and

might. Summing up Knights of the Round is a well put together game program which certainly keeps the player busy. It's three player interactive and has a continue feature.

Now you too can live the legend.

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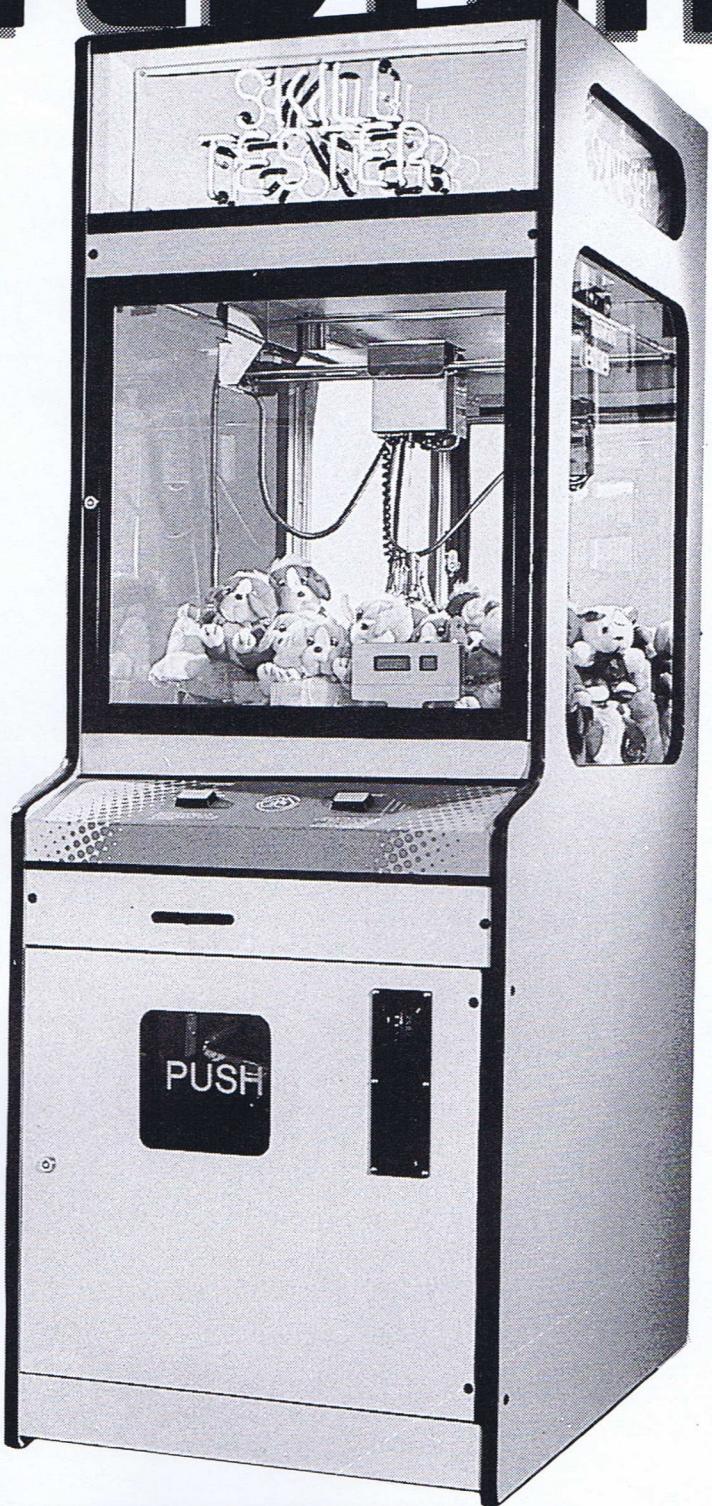
New Model now supplied with Attention Grabbing Audio

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Joystick or button controlled
Vandal-proof prize chute
Game play timer
(dip switch setting)
Coin accumulator
Adjustable strength of claw

Hinged prize access
Sliding drawer service
Prize counter
Display read-out
Nuen display - Skilltester
Full accounting reconciliation
Game and time options
(coins/credit - credits/coin)
Nudge control

Specifications subject to change without notice



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SOCER BRAWL

NEO·GEO
23th release.



In the early 21st century, all sports games are being washed over the wave of modernization. Football, once produced numerous dramatic scenes by the glorious star players, can not be the exception.

It is now evolving into a new dimension. Players are now required to wear reinforced protector suits and the number of the players are cut down to 8 from 11 as the capability of movement has remarkably improved.

Each team has got a star player who, with his special wavy ball, gives a feeling of terror to the enemy team and the excitement to the spectators.

SOCER BRAWL-It's the dawn of new sports history. Discover ultra techniques, enjoy high speed game in the tournament league mode. 1P vs 2P fighting mode.

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Coin Op Entertainment - THE FUTURE

It his futuristic 1936 novel "**Brave New World**", Aldous Huxley imagined the ultimate entertainment "**Opiate**", is full sensory hallucination called "**The All SUPER SINGING Coloured**

Stereoscopic Feely". Huxley's Feelys have now come to Chicago with the opening of "**Battle Tech Centre**", a high Tech Games Room where players seal inside individual capsules wage computerised war-fare in the year 3029.

Shut inside the capsule's mock tank cockpit, each player stares out at a computer animated "**landscape**" patrolled by enemy battle tanks controlled by other players. Combat erupts as they use joysticks, switches and missile launch controls connected to a central computer, which manipulates the animated section in "**real time**" and rocks each capsule with simulated battle noises and equipment failures. A product of "**Virtual World Entertainment Inc.**", "**Battle Tech**" is Virtual Reality in its primitive late 20th century form. Practical applications for Virtual Reality are endless. Surgeons could perform exploratory surgery without taking up a scalpel, home buyers could walk into their virtual dream houses and change walls and fixtures to suit them, stock brokers could fly through a virtual representation of the securities market. The entertainment possibilities are endless - we are talking here about "**smart skin**" suits that simulate sex and virtual TV shows that you can step inside. People might start to pine for old fashion family entertainment such as "**Terminator 2**" and

Madonna in bondage wear.

How close is this future? Californian writer Howard Rheingold toured the computer laboratories two years ago to write his book "**Virtual Reality**" (published in Australia by Secker and Warburg) and discovered an impressive technology still in its infancy. Wearing bulky computerised helmets and gloves, he entered Virtual Reality worlds that were mostly cartoon like and responded slowly to his body movements. On the other hand, he did play virtual violin without a bow and dance with a woman who turned into a 4 metre purple monster

"**There is definitely big potential there**" Rheingold says from his office at the "**Whole Earth Review**" in San Francisco. "**Some journalists ask, is this going to be as escapist as LSD?**" Perhaps that is the wrong question. It should be "**Is this going to be as escapist as Television?**"

The first working model of Virtual Reality System, Rheingold says was a coin-operated side show game called "**Sensorama**", which made a brief and unheralded appearance in the early 1960. Whilst staring into a stereoscopic view finder depicting a ride in a dune buggy, "**Sensorama**" operator grip handle bars that rattled, sat on a seat that jolted up and down and heard engine noises and smelled odours of smoke and sea breezes, all synchronised with the images of the view finder.

Coin operated simulator games developed during the 1980s provide movement and realism with the use of

computer graphics and generally perform better than conventional coin-operated video games.

The last 3 decades, University in NASA researchers have devised increasingly sophisticated computer simulations to create special illusions, by donning a helmet and gloves, the user "**enters**" a computer generated 3-Dimensional world that responds to his or her movements. Turn your head and the animated picture alters perspective accordingly, wave your data glove in front of your face



and a simulated glove appears there, enabling you to manipulate images inside the space you are seeing.

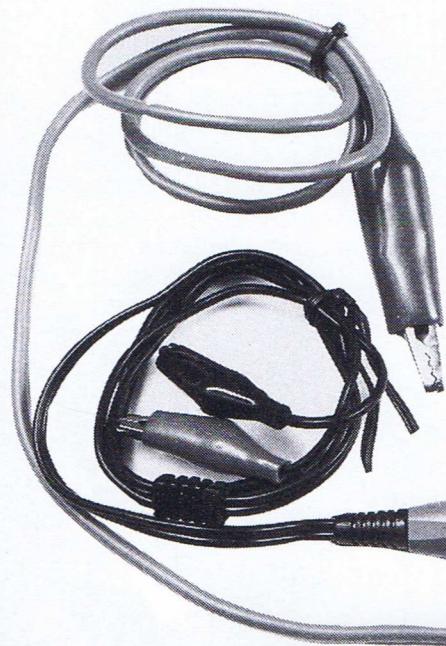
But these systems are very expensive and until recently, most people could only experience Virtual Reality by reading science fiction novels.

More recently, an English Company has entered the field of Virtual Reality. Dr. Jonathan Waldern, a 31 year old computer scientist and

Continued over.....

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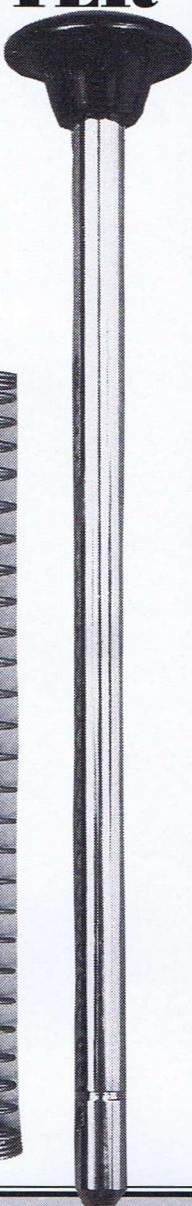
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Coin Op Continued....

Managing Director of W. Industries Ltd., is a leading scientist in the field of full colour 3-Dimensional illusion creation, also known as "**Virtuality**". During the mid 1980s, Dr. Waldern and his codirectors used their own financial resources and 3rd party backing to develop "**Virtuality**" into a world leader in its field. W. Industries is the first to manufacture commercially available "**Virtual Reality Entertainment Systems**".

W. Industries and Horizon Entertainment, the U.S. "**VIRTUALITY**" Distribution company, introduced the U.S. "**VIRTUALITY**" solutions for the Entertainment Industry at the International Association of Amusement Parks and Attractions Trade Show during November.

"**VIRTUALITY**" is the actual concept where a youth is emersed in a 3-Dimensional computer generated world. The user can look left, right, up, down or backwards to see different parts of the "**VIRTUAL**" environment. Stereoscopic images are projected by liquid crystal screens inside the viewers

visor. The visor is linked to a high power computer system that monitors position and direction of gaze. Using a joystick and accelerator pedal, T-shift, hand-held wand or simply by taking steps, the user moves in and through the world he sees.

The Visor called "**VISETTE**" is the main doorway to "**Virtual Reality**". The "**Visette**" enables players in separate systems to communicate and interact with each other while in the same virtual world.

The main engine called the "**Expality**" is a high performance computer providing full colour graphic images, multi-channel sound and motion outputs. Using state of the art CD-ROM technology, the "**Expality**" provides high quality 3-Dimensional quality graphics and life-like sound effects. The "**Expality**" is linked to the player's "**Visette**" and responds to the players action providing instantaneous images to the "**Visette**"

"**Total destruction**" places the player in the driver's seat of a nascar stock car. The user is immersed into the frantic and exciting world of racing. The illusion includes turbo power, racing

manoeuvres, spoiling and the ability to maintain an improved placing.

"**Dactyl Night Ware**" is a "**Virtual**" world made for two. In this surreal world of checker-board platforms, pillars and archways, the players protect themselves from one another. Chasing each other over platforms suspended in space, they dodge giant swooping "**Pteradactyls**" which may pick them up and fly them through the "**Virtual**" nightmare, giving the user a complete sensation of flying.

"**VIRTUALITY**" may set new entertainment standards both technology and in the quality and variety of experiences offered to the user.

"**Virtuality**" machines currently cost in excess of \$100,000 and are probably too expensive for the average arcade but like all new technologies, prices will probably come down in future placing this type of technology within the reach of leisure centre owners.

Whatever the future holds, one thing is certain, we are going to see extensive technological changes which are going to bring in a ray of new and exciting products to the coin-op industry.

Game Previews Continued...

SOCCER BRAWL

(Neo Geo Cartridge)

Monitor: Horizontal
Controls: 2 x 8-way
joysticks
4 x buttons each
A,B,C,D.

Soccer Brawl hurls you into the 21st century where most games we know have been modified e.g. football, baseball, tennis. In this 21st century soccer game players have to wear heavy armour called

cyber suits and the number of players has been cut down to 8. Because of the special suits they wear the players have great running and kicking speed and force and injuries can become fatal.

The game's soccer rules are the same but faster and more powerful game is played. To start the player can select his/her world soccer team where you can choose from Japan, Germany, USA, Korea, France, Saudi Arabia

and many more countries.

Cheergirls lead you on as your team attempts to shoot for that winning goal and this adds to the realistic sound effects.

Another feature in Soccer Brawl is that each team has a star player and the strategy is easy - just injure him without the referee seeing and the game's in the bag! (This is of course easier said than done). The game ends when the power-meter reads zero for either team.

CONCLUSIONS:

This is soccer Buck Rogers style.

Exclusive Rights in the Amusement Industry

Exclusive Rights in the Amusement Industry has long been a bone of contention and unfortunately those who are not intimate with the dealings between manufacturers and distributors do not fully appreciate the total ramifications.

Manufacturers call the shots in the market place. It may not have always been that way but for the past 10 odd years, the manufacturers have chosen to deal with distributors world wide on an exclusive basis. It is not a peculiarity to Australia

Call it what you might "Orderly marketing", "maximum quantity purchase" or what ever, the fact remains that when the manufacturer offers his product for sale he does so on the basis that if the distributor is prepared to place an order for a certain quantity of product which the manufacturer sets as the minimum for the market in which the distributor distributes then the exclusive is part and parcel of the deal. If in the opinion of the manufacturer, sufficient quantity is not ordered then the product is available on the open market. This is not an uncommon occurrence.

From the distributors point of view, exclusive distribution is also a form of "protection". If the

BY BRUCE COLBOURNE
General Manager AGI

distributor is prepared to commit himself to purchase a quantity of a particular product, he needs to be able to assure himself that the market which he has assessed as being the potential for that product remains intact.

If one could put one's self in the shoes of the distributor one would not deny them that right.

The alternative scenario, which is considered must take into account all products to include PCB's, dedicated games and pinballs would look like this:-

POTENTIAL MARKET SAY 100 UNITS:

**Distributor A purchases
20 units**

**Distributor B purchases
20 units**

**Other operators individually purchase
60 units**

The manufacturer can 'live' with 2 orders of 20 each taking into account - funding by way of L/C or T/T and processing same, despatch of 2 deliveries of 20 each and processing the order, paper work, etc. 2 times - but he will not tolerate 60 individual T/T's, 60 sets of invoices, 60 individual dispatches.

So, it is an act of economies of scale. It would hardly be worth the effort for a major supplier to process individual orders for PCB's. On the subject of dedicated games and pinballs, the cost of importing single units in a LCL (less than container) configuration almost makes the cost prohibitive. Of course the operator in all instances is obliged to pay for his product up front and then pay for import duty, customs, freight and sales tax before taking delivery of the goods - no 30 day accounts.

Then there is the cost of warranty, supply of spare parts, etc., etc.

A.G.I. believes a dual distributors system would work and has been advocating this for years. A.G.I.'s entry into the market place was greeted overwhelmingly and the market has benefited from A.G.I.'s presence but the real issue of having a choice as to where an operator can purchase a particular game has not eventuated due to the intransigence of the manufacturers to continue dealing on an exclusive basis.

Obviously, it is the manufacturer's right to deal with whom so ever he wishes on terms that he may require and are eventually agreed upon by mutuality.

Game Previews Continued...

B.O.T.S.S.

Monitor: Horizontal
Controls: 2 x Throttle lever

B.O.T.S.S. is short for Battle of The Solar System and this game is just that. It's a real life graphics game which throws you into one of the most exciting space war games imaginable.

Combat takes place in our solar system as you defend Jupiter, Earth, Mars, Saturn, Uranus, and Pluto from a deadly alien armada of spacecraft. The enemies in B.O.T.S.S. are mechanical warbots

(a robot with armour plating and laser guns) and these invade from mother ships to planet surfaces which you must defend.

The controls in this game are a difference too. The normally used 8-way joystick has been replaced by a throttle and firing control stick. This can unleash weapons selected on the game weapon index. The weapons provide plenty of range and usage eg. Pulse Cannon, Plasma Balls, Neutrino Guns, Blasters and Nuclear Missiles.

B.O.T.S.S. also has a few more

special packages to add to the action of the game, such as the time distort function. This function, when given, lets the player take control of the game's time plus giving a 90 second power pack to unleash mayhem on your enemies.

When faced with overwhelming attacks the game also provides game shields to block missiles, laser fire etc. and also has collectable items for more power and bonus points to keep your place in the battle.

Finally, one can experience high quality animated space warfare without blasting off on the space shuttle.

New LAI Staff

NEW BUSINESS DEVELOPMENT MANAGER VICTORIA

Mary Martin joined us recently as New Business Development Manager - Victoria, selling the latest games to people aspiring to enter the fast growing sector of leisure and entertainment.

Mary's new customers join our dynamic industry by purchasing pre-located machines with site contracts and excellent earnings records.

Before joining Leisure and Allied Industries, Mary was

National Sales Manager for a training company, and her previous national and state management career includes experience in the personnel business and five years spent with Dun and Bradstreet, managing a large sales force.

After work, Mary likes nothing more than curling up with a

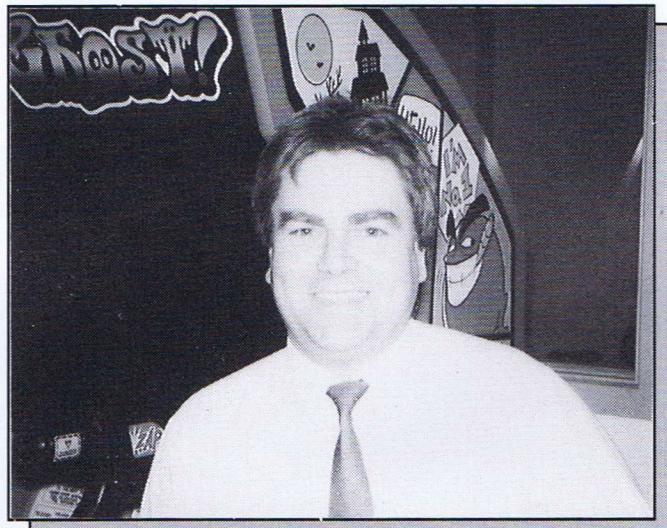


good science fiction book or a spot of weekend rally driving with her "other half", Peter.

NEW SALES MANAGER FOR SOUTH AUSTRALIA

Gary Ford has recently joined Leisure and Allied Industries as Sales Manager in South Australia.

Gary has extensive business and sales experience and is very keen to serve the local operators who will, no doubt, be hearing from him soon.



Video Game Solves Medical Problem

We often hear of positive reports about video games including such things as improving dexterity and eye/hand co-ordination and even market research that video game players generally make better citizens than those that don't.

According to a report published in the Brisbane Courier Mail on November

29th, a recent publication in a New England Journal of Medicine reported an unusual case.

"A child who persistently picked his upper lip being prescribed various medications, food as a reward, and bitter liquids applied to the fingers - all to no avail. The mouth was consistently red, raw, bleeding and painful - a

form of obsessive compulsive disorder.

The doctor suggested an interesting and mentally stimulating video game which required the use of both hands. Within one week the face-picking had stopped completely and in another week, the wounds healed."

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AT HOME

It's Happening in Our Industry

NSW NEWS

We Welcome Rod and Cheryl Brooks into our Industry. Rod started out only a month or so ago by purchasing a Gilligans Island pinball to pursue his favourite hobby but soon realised he could also make money as well.

He has since bought another machine and looks set to make a go of it as another small operator. What could be better - turning a hobby into a money-making business.

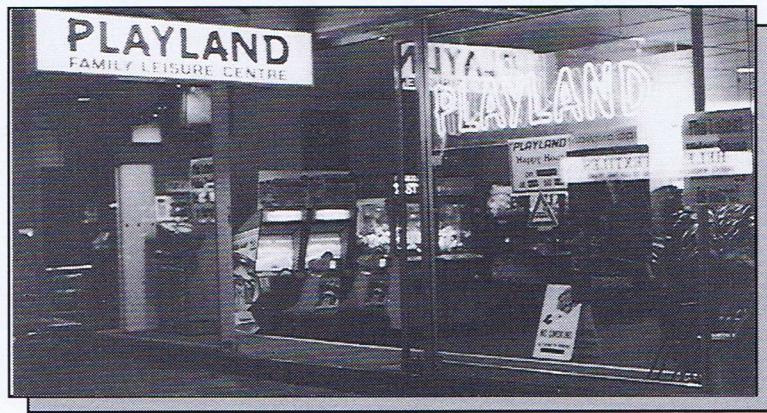
The Casino Royale concept we mentioned in the December issue is developing into a very exciting venture. The concept involves selected hotels re-fitting parts of their floor space to accommodate amusement machines and the like with some dedicated signage and promotion to attract players.

It has been described as a hybrid club and pub. What a good idea for our industry.

Reports keep coming in from street-sites about the excellent takings from the Terminator II Video Gun. This piece continues to break all previous records and its popularity looks set to carry on for quite a long time. It's definitely a value for money proposition for site operators as well as amusement centres.

The NSW Branch had to cancel their family Christmas picnic due to rain the weekend before Christmas.

However, a great day was enjoyed by staff and their families on Sunday 12th January. It was a delayed picnic but nevertheless everyone enjoyed the fun and games. Sydney really has got a fantastic team and that team spirit shows in the workplace harmony the branch enjoys.



Following on from their success in Fairfield, Penrith and Richmond Playland Family Leisure

Centres (a division of Anare Pty Ltd owned by Mr and Mrs Greg Melides) have recently opened a new centre in Argyle Street, Parramatta.

Credit must be given to John Peirson, the operations Manager, whose knowledge of and experience in the industry is obvious. John's input and professionalism is a plus for the industry and should be congratulated.

Playland's next centre will be located at Shellharbour and may even be operating by the time you receive this edition of your Leisure Line.



QUEENSLAND QUICKIES

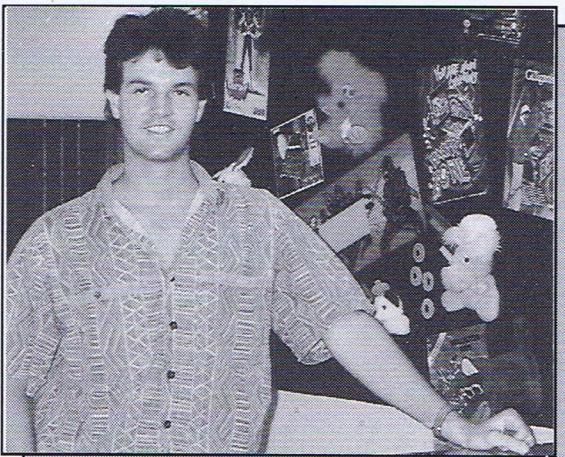
On the right is a photograph of Ivan Divljak accepting his Christmas Hamper, along with his lovely wife Debbie.



Continued over.....

It's Happening Continued..

QUEENSLAND QUICKIES



We would like to welcome Chris Elleman to the Queensland branch of Leisure and Allied Industries.

Chris took over the Spare Parts store in early December and is settling in fast in his new job. He has a keen interest in the industry, and this will help him to get to know all the spare parts quickly, so he can be of help to all our Queensland operators.

Chris will also be responsible for all soft toy sales and can also help you with new and used boards, so why not give him a call and see what deal he can do for you.

As a hobby, Chris is a member of the Australian Small Bore and Air Rifle Association and has participated in competition events around the world.

VICTORIANA

In the rain sodden and rarely above 20°C state of Victoria it has been pretty quiet over the Christmas, New Year break except for Fred Ritcher whose Black Knight 2000 pinball was seen scuba diving in the recent floods in Ballarat. After floating around upside down for sometime it was rescued.

Congratulations to Craig

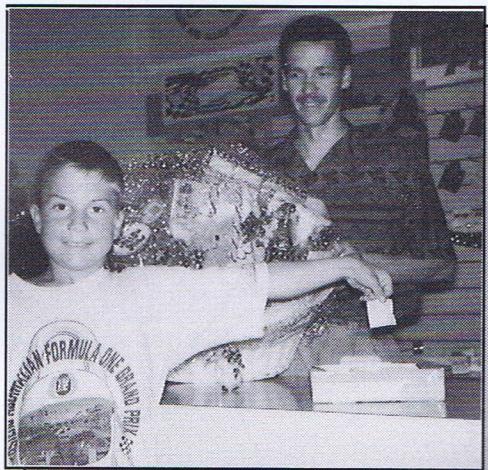
Hawkins of SBA on the arrival of his baby boy William.

The baby boom continues with the arrival of Greg and Margaret's daughter Tara from Latrobe Valley Amusements.

The annual Christmas Hamper was drawn before Christmas and the lucky winner was Jimmy Hewitt. Congratulations Jimmy Leisure Line hopes you enjoyed all the goodies.

Good to see that Nick from West Coast Amusements is well on the way to recovery after falling off his tractor. All the best for a speed recovery Nick.

SA SNIPPETS



Jarrad Pameroy, Grandson of SA Operator, Bob Williamson, draws the winning ticket for the SA Christmas Hamper.

Christmas Hamper winner, John Sanderson of Automatic Amusements



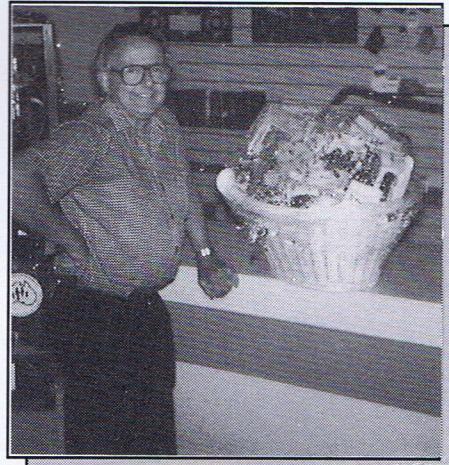
WA WAFFLINGS

Congratulations to Larry Cirillo on winning this years Spare Parts Christmas Hamper. Larry who is the largest operator of pinballs in the state is indeed a worthy winner. Hope you enjoyed your goodies Larry.

The recent spell of hot weather in the West has brought about some unusual occurrences. Boris Marian of Safety Bay Amusements reckons that whilst sitting on the beach wading his feet in the waves in front of his beachside house, Greenpeace rolled up and tried to unbeam him. "I'm going on a diet" he said.

A warm welcome to Tom Bishop who has joined the company in the position of Sales Engineering. Tom is a terrific bloke and I'm sure his bright personality will see him achieve his goals.

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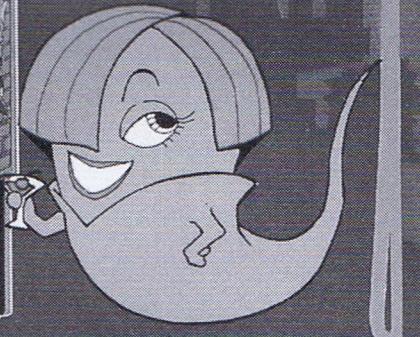
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Dirk Shows How it is Done!

During the LAI Production of "Dragon's Lair 2", factory worker Mario Valentino developed an outstanding skill for playing the game.

When W.A. Timezone Manager, **Mark Bebb**, learnt of Mario's skills, he invited him to give demonstrations on the game at Timezone stores throughout Perth. To add authenticity to the promotion, Mark arranged for Mario to be dressed in a costume depicting the game hero "Dirk".

While most people find it hard to master, Mario can play the game right through with the loss of just one or two lives. During the promotion, crowds of enthusiastic young players surrounded the machine to watch Mario put the game through its paces.

"Dragon's Lair 2" may appear difficult to master at first but with a little concentration, experience and remembering the story line, you may not become as great a player as Mario but your skills will improve significantly.

Mario "DIRK" Valentino demonstrating the "Dragon's Lair 2" game in front of a crowd of enthusiastic game player in a Perth Timezone Store.



WILLIAMS - BIG WINNER!

Despite the market in the United States being generally slow for Coin Op games in 1991, WMS Industries, the parent company for Williams and Bally pinballs has been the hottest share on the US Stock Market according to Steven Eisenberg, an Analyst at Oppenheimer & Co, a respected American firm. A report in the "Wall Street Journal" dated January 6th quoted Eisenberg as stating that WMS Industries have 70% of the market for Coin Operated Pinball Machines.

This is also reflected in the price of WMS Industries' share which have rocketed during 1991.

The Company's success in the United States and other countries has also reflected in

Australia where their Bally and Williams pinballs enjoy more than 75% market share. The past year has seen some outstanding products under the Bally and Williams label including "Bugs Bunny", "Harley Davidson", "Gilligan's Island", "Party Zone", "Fun House" and culminating in the outstanding "Terminator 2", which Australia's Distributor, Leisure & Allied Industries, claim was the greatest pinball of all times.

Up for release this month is the new Williams "Hurricane", a new game based on an amusement park theme which will follow previously successful games such as "Comet" in 1985 and "Cyclone" in 1988.



NAMCO Plans to Open High-Tech Theme Park

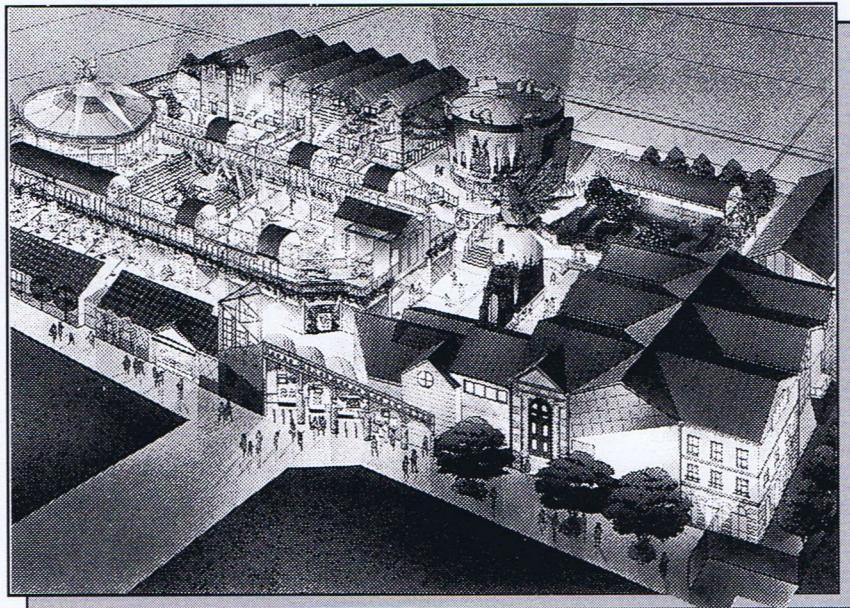
Namco Ltd., Tokyo, announced recently that it will open a new theme park called "Namco Wonder Eggs" in Setagaya, Tokyo on February 29, 1992. The park will cover an 8,800 sq. meter site and total investment is budgeted at Y5 billion (A\$50m).

The site belongs to the Tokyu Railway Group who are planning the redevelopment of an 11-hectare site in Setagaya. Namco have use of the land for only 60 months until April 30, 1996 when Tokyu require the site for their own development.

The theme park will have 14 main attractions, most of which are Namco's own creations. These include graded-up versions of "Galaxian 3" and "Tower of Druaga", the new type of large active participation machines which first appeared at last year's Flower Expo' in Osaka, also a unique dodgem-car attraction "Future Colosseum", the Eunos Roadster driving simulator "Sim Road", a space-shooting machine using special eye glasses called "Fantomars", a mirror maze and a haunted house.

Non-Namco-made attractions include a carousel, water ride, mini-rope-way, fairground arcade and a large amusement arcade containing over 100 machines. There will also be refreshments and souvenir shops.

The park is divided into five areas each with its own distinct theme. The "El's Square" section features special events and shows, "Rapero's Market"



centres around the dodgem-cars, the "Time Factory" section around "Galaxian 3", the "Dragon's Castle" area features "Tower of Druaga" while "Moebius Creek" describes the waterway running all through the park.

With "Namco Wonder Eggs" being conveniently located near a large train station and open until 10 o'clock at night, Namco expect their main customer group to be young office ladies visiting after work. This expectation is largely based on Namco's experience at last year's Flower Expo' where their attractions were particularly popular among young women.

A special feature in the management of the park will be the use of pre-paid cards instead of tickets for each attraction. As the cards will also serve as

souvenirs, the move is expected to reduce the problem of litter as well as facilitate the computerisation of operations.

The entrance fee will be Y800 (A\$8) for adults and Y400 (A\$4) for children with attractions ranging from Y200 (A\$2) to Y600 (A\$6). Namco's forecast for the first year is for 800,000 visitors and sales of Y2.5 billion (A\$25m). The opening hours are set at 10a.m. - 10p.m.

For Namco, this venture represents a logical step in its development from an "amusement" to an "entertainment" company. As Namco's president Tadashi Manabe said "All our experience of developing amusement machines and establishing and managing amusement centres will come together in this new venture."

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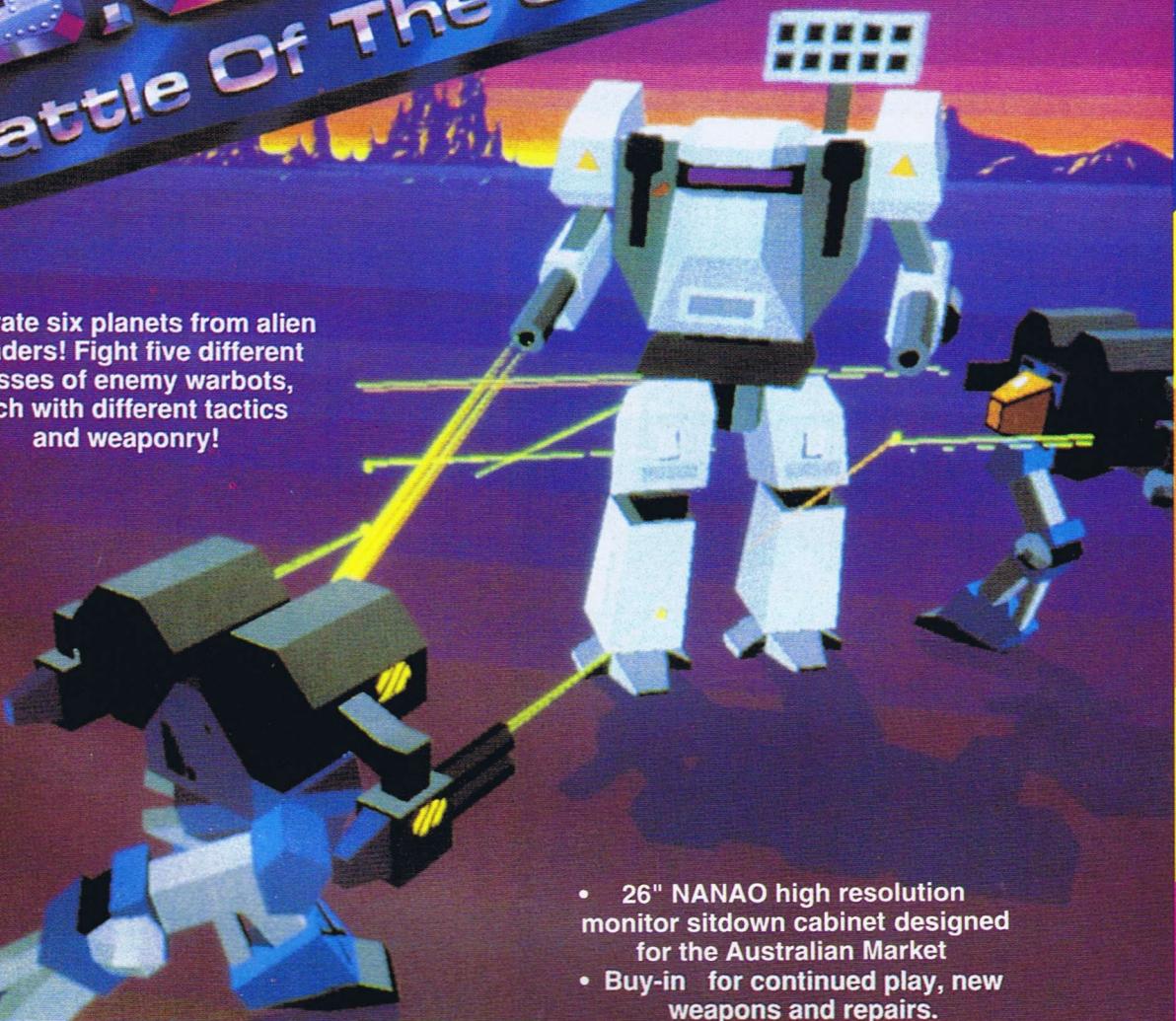
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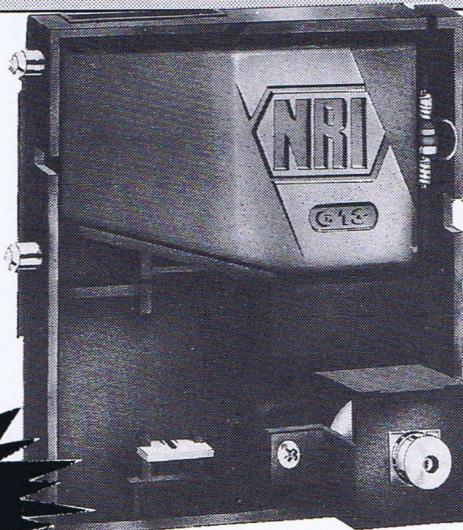
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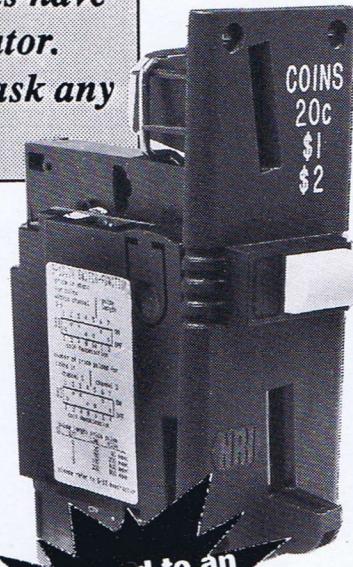


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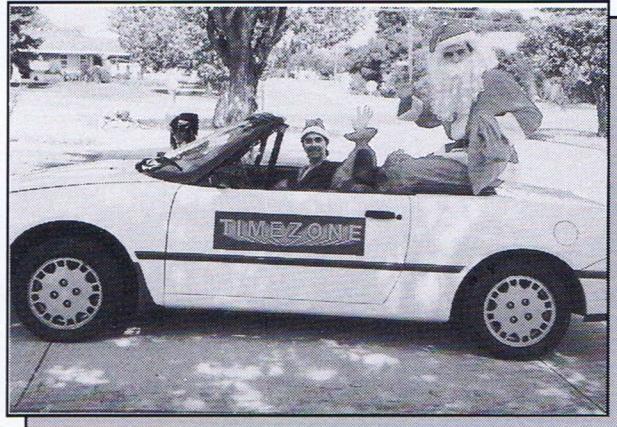
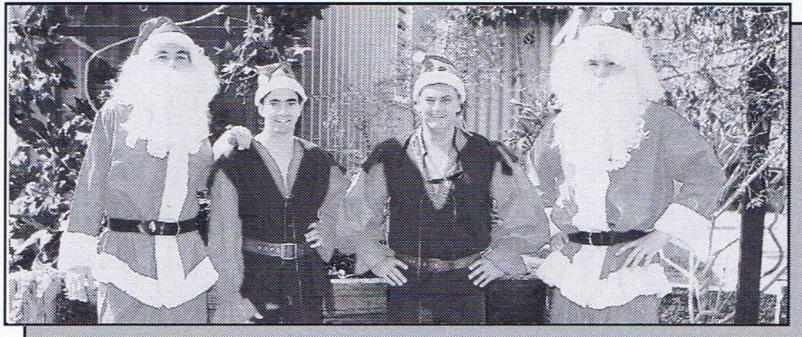
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Santa Visits WA Timezone



On Saturday, December 21st, Timezones WA were extremely lucky to be visited by Santa and his helper.

In a white convertible Capri as his sleigh, Santa and his helper visited every Timezone in WA, waving to everyone

he passed on his travels.

Santa also gave away fluffy toys to children, lollies, and free game passes.

The response was enormous, with many parents commenting that they were most impressed that Timezone had organised something like this. The children's faces told their own story.

Thanks to radio PMFM the public was made well aware that Santa would be visiting their favourite Timezone.

TIMEZONE a Sticky Wicket for Australian Cricket



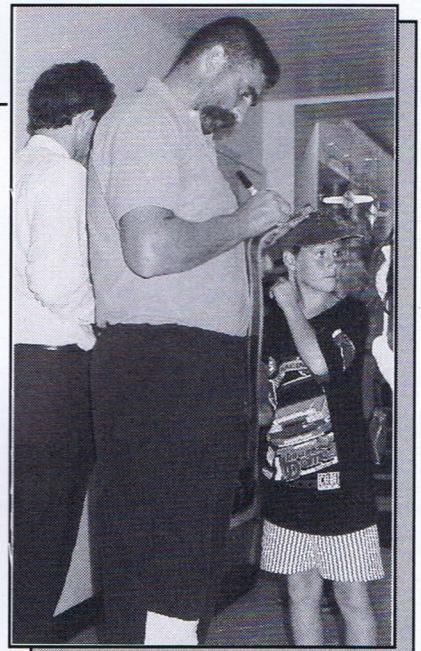
On December 18th, Timezone WA organised a promotional day launching a new product, "Stickywickets", with the help of some of the Super Stars of Australian cricket.

Murray Street Mall, outside Timezone, was converted into a "mini-WACA", with a Sulo Bin providing the vertical surface for the vinyl Stickywickets to adhere to.

Merv Hughes, Terry Alderman, Mike Veletta and Graham Woods, all wearing Timezone T-shirts, invited the public to bowl them out, and an informal cricket match was staged, with local television personality Todd Johnson comparing and offering his unique commentary.

100 members of the public who bowled, batted or caught balls received prizes of free Stickywickets.

After the "match", the cricketers made their way into Timezone where they spent some time signing autographs



Merv Hughes signing autographs for fans at Timezone

for their admirers.

The day was extremely successful, with strong radio and television coverage of the event. All in all, a great day was had by everyone.

KONAMI -- They've Got What it Takes

Konami was first established in Toyonaka, Osaka in 1969, and was incorporated into Konami Industries, Co., Ltd. in March of 1973. In November 1982, overseas expansion began, when Konami Inc. was founded in Los Angeles, California. Soon after, Konami became established as an international enterprise, due to the fact that their Amusement Software was widely accepted in the American market.

Now, Konami is a leader in the coin-op industry, having produced some of the most successful video arcade games ever. A recent interview with Konami executives Steve Kaufman and Frank Pellegrini revealed some of the secrets of their success.

The latest fad in video arcade games seems to be the ones that are licensed with popular TV or movie characters. Konami was among the first to utilise this attraction, and recently came out with their biggest earner ever, Teenage Mutant Ninja Turtles TM, which was the winner of the "Most Played Video Game (Dedicated)" by the 1990-91 AMOA Games Awards. "We've been pretty adept in getting licenses," said Frank Pellegrini, Consulting agent to Konami Coin-Op. "Konami's a pretty big name. Our consumer side has a reputation, and people are willing to do business with Konami a lot more than with just a straight-out video game company, or just a coin-op company. One of the advantages that we've had, is the fact that we've caught licenses very early on. We got 'Turtles' before most people knew what Teenage Mutant Ninja Turtles were. We were two years ahead of the market with that game, and we had the license tied up, sealed and ready for delivery by the time 'Turtles' became anything. That's part of



the job we have around here - to find the trends and pick out those types of items that may or may not be good titles. Acquiring the licensing for 'Turtles' was a real gamble because it wasn't even in syndication at that time. As a cartoon, it was playing in certain areas of the country, but it wasn't in full syndication. Now it's history. Everyone knows the success of the Turtles".

Konami has gained licensed products through such popular production companies as 20th Century Fox, and Warner Bros. "Everyone's on a licensing binge right now," said Pellegrini, "and it's mostly due to Konami's success. Competitors have followed in our suit."

Although licensing has proved very profitable for Konami, and they will soon be introducing new licensed products, their company software still stands on its own. "Sunset Riders is a perfect example," said Frank. "It's a great game, it's earning big money, and it's an in-house game. No licence."

Another popular aspect that's winding its way into the field of video arcade games is endorsement. "Endorsements

are fine — they will attract a player to the game. They will get what we call 'the first coin' out of his pocket, but the game has to be a good game in order for the player to continue to play," says Frank.

"The game has to interact with the player. It has to stimulate his senses to want him to put more coins into it. If anyone had the final formula on that, it'd be worth millions and millions of dollars. We think we do it as well as anyone," he says.

Konami is a Japanese company and has 2 divisions — dealer and consumer. Their main business originally was coin-operated video game software. The company started out as a research and development group, and from there evolved into the consumer end of the business, which largely included Nintendo software. Konami became the second largest producer of software for the Nintendo System, Nintendo being number one.

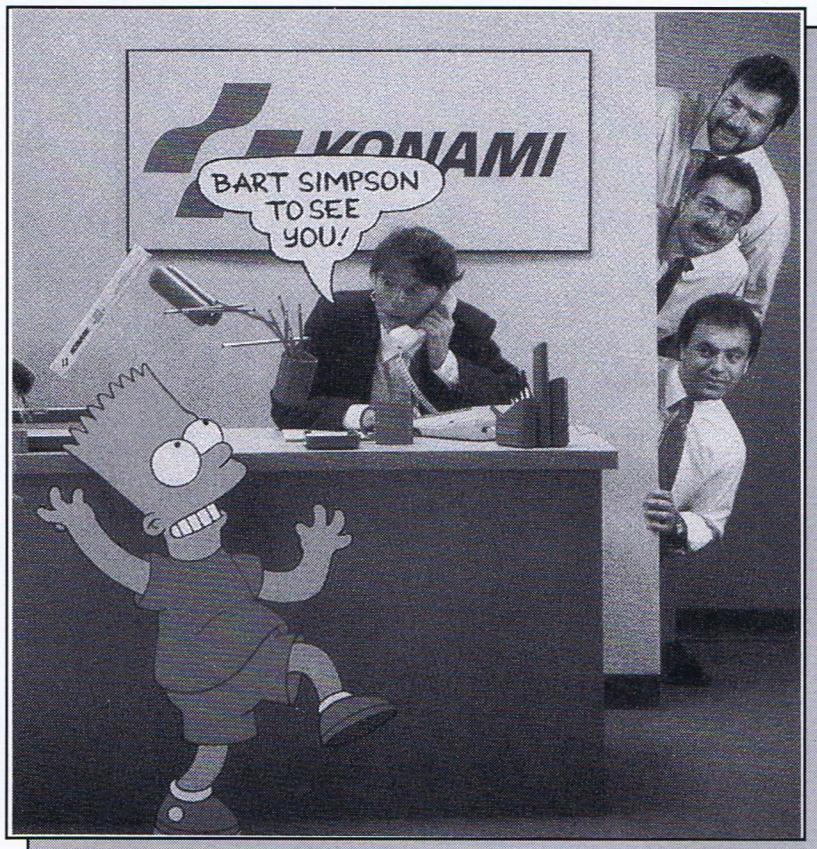
One of Konami's biggest contributions to their creative

Continued over.....

KONAMI - They've Got What it Takes Continued...

success is its very young and very large development group in Japan. Konami employs well over 300 people with an average age of 26 years. "We have tremendously good communications between the United States and our Japanese Developers. Steve (Steve Kaufman, Senior V.P. Coin-Op) and myself go over there a minimum of 3 times a year, sometimes more, and we review each and every game with the consecutive group," said Pellegrini.

Many coin-operated game companies see the home recreation market as a threat. Konami does software for both the home and the coin-op market. "We certainly do look upon our other division, right across the other side of the building, as a competitor," said Frank. "But they're a friendly competitor, and a lot of the titles and development dollars that go into developing coin-operated games are sometimes translated over into the consumer end of the business. If we're able to control that — and Konami is, because we control both divisions — it isn't as much of a threat as say, the record industry, or the movie industry. So many people look at our industry as being closely related to the vending industry. It really isn't. We're selling an intangible product. Even though the



Konami has been very successful in obtaining licensing for their video arcade games. "The Simpsons™" video game is a prime example. Included in this promo photo are Konami's; Sales Rep, Mike Kubin (top); Senior V.P. Coin-Op, Steve Kaufman (middle); Consulting Agent to Konami Coin-Op, Frank Pellegrini (bottom); and Sales Secretary, Tina Ferguson (talking to Bart).

The Simpsons™ & © 1991 Twentieth Century Fox Film Corp. All Rights Reserved.

cabinet, the monitor, and the PCB are physical, tangible items that you buy, an operator purchases a game for its profitability, and it's the software in that board that makes it profitable. We're selling entertainment to the player.

Konami has enhanced the coin-op market considerably with its creative input. Not only has this innovative company made itself a very stable niche in the market place, it's taken control as one of the industry's leaders.

TECHNICAL TOPICS

WILLIAMS TERMINATOR II PINBALL CANNON BINDING

PROBLEM

The gun is binding up when moving. The grease had hardened and bound the shaft through the playfield flange.

CAUSE

The real cause of the problem is a misalignment between the centring flange and the drive motor assembly.

SOLUTION

My solution to the problem is to:
*Remove the gun, motor assembly and playfield flange

from the game



*Then enlarge the holes in the playfield to provide movement of the flange for proper alignment.

*The centre hole must be enlarged as well as the mounting holes.

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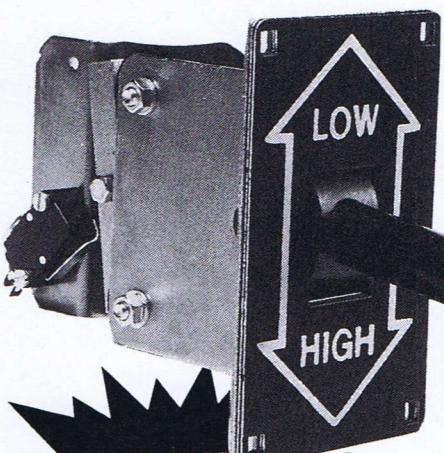


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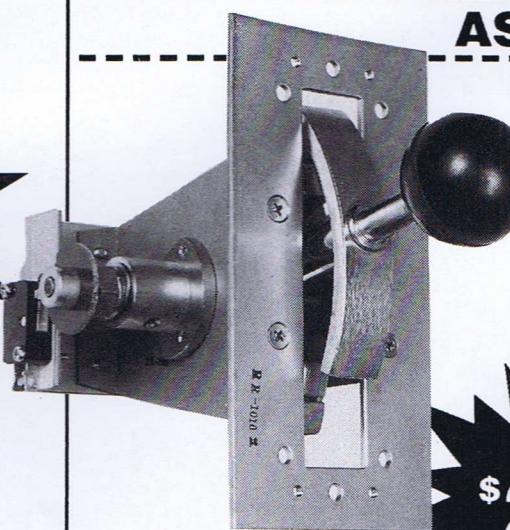
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GST Tax may Cripple Industry

The goods and services tax of 15% was recently outlined by the Federal Opposition Leader, Mr. John Hewson. It has been made clear that the GST Tax will be introduced if the Opposition wins the next election which is expected to take place within the next 18 months.

Although the cost of machines will reduce because of the abolition of Sales Tax and GST payable on machines will be ultimately rebatable to the Operator, the Sales Tax savings will in no way compensate for the cost of GST.

As an example, a \$7,000 machine may effectively reduce in price by around \$1,500 if Sales Tax is abolished. However, if that same \$7,000 machine over an effective life of say 10 years, earns \$50,000 in gross takings, the Operator will have to pay \$7,500 in GST over that period of time. It can be seen from this example that GST will cost the operator substantially more than Sales Tax. Furthermore, GST is not payable on the Operator's net takings but on

the gross takings from the machine.

HOW TO GET READY FOR GST

If you think there is going to be a change of Government at the next election and the Public Opinion Polls certainly indicate that it is a strong possibility, then you must start preparing now for the advent of the Goods and Services Tax.(GST). In all other industries where payment is not made through a

coin mechanism, the 15% GST will simply be added to the price. An Operator currently charging 60 cent play, can't increase the price to 69 cents so the GST will simply have to be absorbed by the Operator.

The best way to provide for GST is to increase the price per play so that the cost can be absorbed. According to market research, the price per play should already be in excess of \$1 based on the Consumer Price Index so there is no question that a substantial increase in the

price per play can be justified.

Another step that could be taken is to reach an agreement with the Location Owner to share the cost of GST by deducting it from the gross takings before the revenue is split.

Leisure Centre Operators could address the problem by changing to token play so that they can add the GST when they sell the tokens over the counter. This is a messy business and may tend to make Leisure Centres uncompetitive with street locations who would not be operating on tokens.

AFFORDABILITY

The fact is that there are a very few operators who could afford to pay 15% of their gross revenue in GST and still be profitable. Unfortunately, this tax has to be passed on to the Consumer and it seems that the only feasible way of doing this is to increase the base price per play.

Luna Park to Re-open in 1993

Luna Park, closed to the public since 1988, will reopen in late 1993 after the NSW Government gave the go-ahead yesterday to plans for the park's restoration.

Speaking at the opening last night of the Luna Park, Fragments of a Fun Fair exhibition at Hyde Park Barracks, the Minister for Conservation and Land Management, Mr West, said at least \$25 million would need to be spent over the next three years.

The Government has allocated \$1.4 million to the Luna Park Reserve Trust this financial year for detailed planning of the restoration work.

Stage 1, as envisaged by the trust, includes the removal of asbestos from the site, and restoration of the famous face and towers, and of Coney Island.

The big dipper, the carousel, the river caves and dodgems will be joined by new rides, and the Palais de Danse will become a reception venue. The Chrystal Palace, its exterior restored, will house a cafe, tavern, restaurant and nightclub.

Funds for Stage 1 were available through the Open Space and Heritage Fund, Mr West said.

The Government has still made no commitment to the trust's proposed Stages 11 and 111, under which adjacent land now used by the State Rail

Authority would be transformed into a park, with a promenade to the head of Lavender Bay.

When the trust plan of management was launched in August, Mr Greiner said that "overall, it's a good concept, but it also needs to be a practical concept".

The Premier had earlier proposed that the adjacent land (zoned residential under North Sydney's planning scheme) be developed for housing.

Conservation groups such as the National Trust have warned that the parkland and promenade proposal is "integral to the success" of the revamped Luna Park.

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Spooky. Ooky.

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